

TECHNOLOGY DEPT.

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February, 1957
the Manufacturing Confectioner



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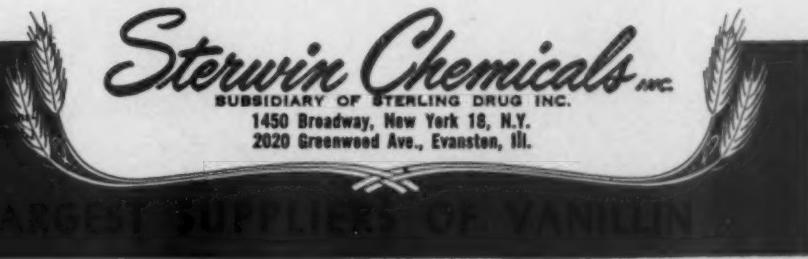
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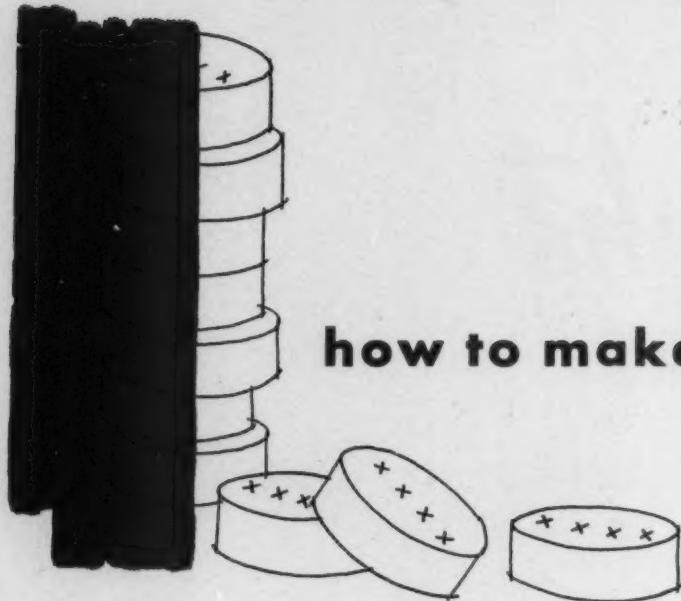
The finished product is delicious . . . it is "just right." Each of its ingredients is of superior quality . . . blended by a master with skill and experience into a harmonious flavor-perfect, taste-tantalizing food product.

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candy business

Harry C. Achorn, formerly executive vice president of New England Confectionery Company, died January 22nd. He retired about 12 years ago.

Hershey Chocolate Corp., has announced the following changes in their sales organization: L. H. Harkness has been appointed Eastern Sales Manager, E. F. Aldous is the new Western Sales Manager, J. L. Stahl, Jr. has been appointed Marketing Manager, M. A. Cameron becomes Assistant Marketing Manager and H. E. Ingram is Sales Promotion Manager.

Jack Green, Sales Manager of Arden Candies for several years, has been named vice president in charge of sales.

Hebert Candies, Inc. has bought Coach House Candies. Both firms have had great success in making and selling candy through roadside candy stores. Mr. Louis Gordon and Mr. Lockwood the former owners, sold their interest because they have not been able to give the store the attention it deserves. Tom Barron, the first manager, had to leave because of poor health. It is expected that Mr. Coture will be the new manager, and that Hebert Personnel will take charge immediately. Dud Hilliard, the former superintendent, is expected to remain in that position.

Eugene Johnston Fretz has stepped down as president of the Robert A. Johnston Company due to the ill health of his wife, who cannot live in Milwaukee during the winter months. Mr. Johnston will remain a director and will be vice president and district manager of the firm's west coast operations, with headquarters in San Francisco.

George A. Jobst, National Products Sales Manager for Confections for Kraft Foods, died recently. He had been with Kraft for 36 years.

The former Jensen candy factory in Springfield, Mass., has been bought by Western Mass. Theaters, Inc. Samuel Goldstein president of the theater chain, said that his company was giving serious thought to the idea of making some specialty candy products there.

Stephen F. Whitman & Son, Inc. has announced that they have signed a consent order with the Federal Trade Commission. The order prohibits the firm from continuing the quantity discount plan which the firm has had in effect for over 25 years.

Raymond Wheeler has been chosen vice president of Melster Candies, Inc., and will be in charge of brokerage sales throughout the Midwest.

Alex McClinchy, Bachman Chocolate representative, in Philadelphia, is the new secretary of the Pennsylvania Manufacturing Confectioners' Assoc.

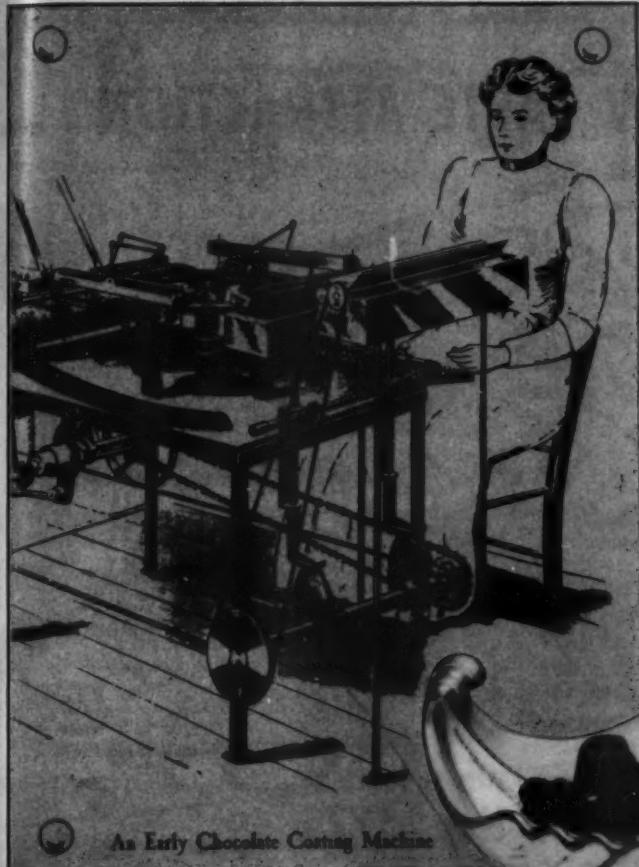
The New York section of the AACT held a color symposium. Dr. Samuel Zuckerman, H. Kohnstamm & Co., talked on the technical aspects of using, mixing and storing certified colors. Arthur T. Schramm, National Analine Div., talked on the legal aspects of using certified food colors, with particular reference to recent activities of the Food and Drug Administration. Francis Kobe, Rockwood & Co., talked on the colors of Chocolate and Cocoa products & Co., talked on the colors of chocolate and cocoa products, and how changes in processing methods and ingredients can change the natural color.

Dr. Henry B. Haas, director of the Sugar Research Foundation, talked to a joint meeting of the AACT and the Chicago Candy Club. He discussed the developments in sucrose chemistry, and the activities of Sugar Information in publicising research results pertinent to the medical problem of obesity,

In Philadelphia, Dr. Obold of Drexel Institute talked on Quality Control in the Food Industry, with particular reference to the candy industry. Victor P. Victor, consulting engineer, talked on Candy Production and Engineering.



Dr. Samuel Zuckerman, Arthur T. Schramm, Claude Barnett and Francis Kobe in New York. Dr. Henry B. Haas in Chicago. Dr. Walter Obold and Victor P. Victor in Philadelphia.



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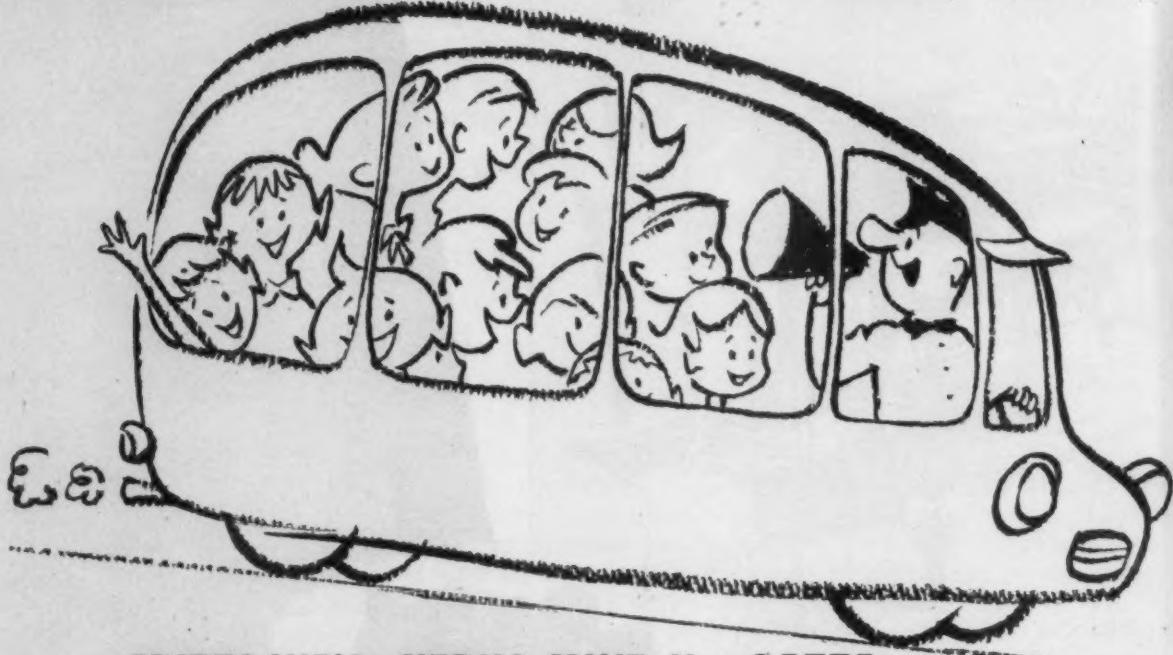
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the Manufacturing Confectioner

with International Confectioner

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February 1957 Volume XXXVII—Number 2

Edited and Published in Chicago

The Candy Manufacturing Center of the World



You can receive liquid sugar anywhere

A new mechanical device will convert a load of bulk dry sugar into liquid on its way from vehicle to storage, making the benefits of liquid sugar available everywhere. 17

11th annual production conference

The production conference of the Pennsylvania Manufacturing Confectioners Association has become the major forum for discussion of the problems of candy manufacturing. 21

Candy merchandisers (re-packers) convention

The first convention specifically for re-packers brought a turnout from Maine to California, and proved to be an outstanding success. Stanley E. Allured 27

Double your advertising dollars with packaging

The coordination of packaging design with the company's overall marketing plans will make both far more effective. John C. Newell, Jr. 33

Retail Specials

Some of the old time favorites deserve a comeback. If the best of ingredients are combined with superior workmanship, the finest of candies, and reputations, will result. James E. Mayhew 49

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COVER: This jar for hard candy seems to reverse the trend to less expensive boxes and films. Its old time charm, however, should give it a unique and effective appeal.

Founder—Earl R. Allured

Editor—Stanley E. Allured

Technical Editor—Wesley Childs

Eastern Manager—James W. Allured

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Publisher—P. W. Allured

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The Sweet

and

The Sour

T

he Production Conference of the Pennsylvania Manufacturing Confectioners Association starts its second decade with its eleventh, two day meeting, on April 25 and 26. During this period the conference has taken its place as the foremost forum for discussing candy making and candy raw materials. The complete program is given on page 21 of this issue.

D

uring the past year we ran a series of articles titled "Reading—A Businessman's Tool". It covered nine installments, and was written by Nila B. Smith, an acknowledged expert in teaching reading improvement.

These nine installments are being published in book form by Prentice-Hall Publishing Company of New York in about six months.

T

his industry can hardly give enough credit and appreciation to the Sugar Research Foundation, and their publicity arm, Sugar Information, Inc., for the hard and continuing work being done to educate the public on the place of sugar in the diet, and the value of sugar containing foods. This effort, launched several years ago and steadily picking up steam, has been of positive, though unmeasurable, value to this industry.

Because in the public eye candy is usually considered as the major food containing sugar, we undoubtedly benefit in greater measure than any other industry, even though at least one such industry uses more sugar than we do.

Another way in which this concentrated effort should be of value to our industry is the example it gives of the effectiveness of cooperative effort in attacking industry-wide problems, and the effectiveness in turning disadvantages into solid sales points. It is, of course, too much to expect for this industry to actually get down to cooperative effort on the scale of the sugar industry. But perhaps this example is not entirely wasted, and enough of the younger executives in this in-

dustry appreciate the value and accomplishments of this program to make a similar one more nearly possible in the future.

In the meantime, the latest booklet "The Scientific Nibble", of the Sugar series has been published and is offered for general distribution. There is not a candy company who could distribute this booklet without benefit to themselves. The least, then, that this industry could do would be to make sure that the expense and effort of the sugar

people were put to the greatest effect by distribution of this and other association publications in every way possible.

A great deal of fascinating marketing information is published on occasion by the A. C. Nielsen Company, marketing research organization. Their latest booklet "Today's look at tomorrow's marketing opportunities" by J. O. Peckham, is something of a statistical history of the development of the supermarket, in the system of food distribution in the United States. In addition, a number of interesting facts about the rise and fall of nationally advertised brands in food stores, and the impact that various changes in those products had on their marketing success.

One of the most pertinent facts given in this booklet is that 70% of food stores sales were handled by about 50,000 retail stores in 1954. This compares with 112,000 in 1939 and 90,000 in 1948. The significance of this fact is in the greatly reduced number of sales contacts required to reach the great majority of food sales, and by implication, the greater need for highly effective salesmen and sales promotion to sell these fewer outlets.

We recommend this booklet to anyone remotely interested in marketing through food stores. Write for a copy to A. C. Nielsen Company, 2101 Howard Street, Chicago, Illinois.



Anheuser-Busch, Inc.
CORN PRODUCTS DEPARTMENT
ST. LOUIS, MO.

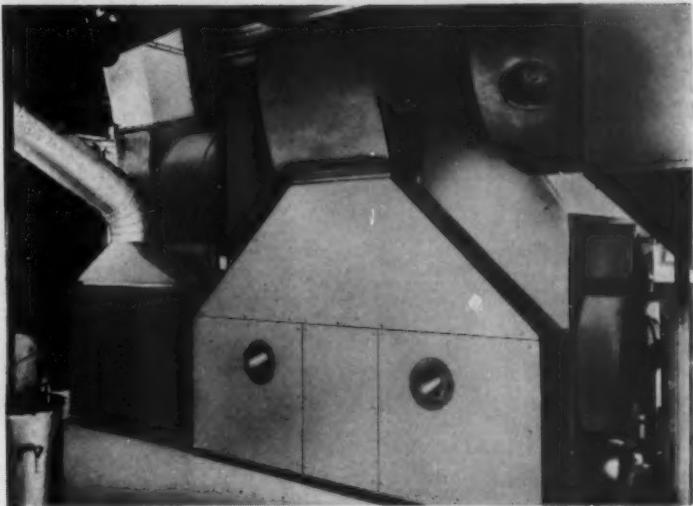
Dear Mr. Candy Maker:
Are you really interested in quality?
Well, by all means, in your formulas use thin boiling starches...regular and specialty type corn syrups by Anheuser-Busch, Inc.
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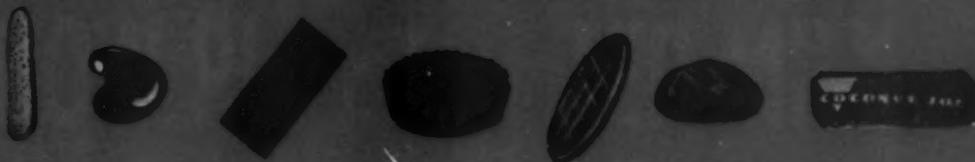
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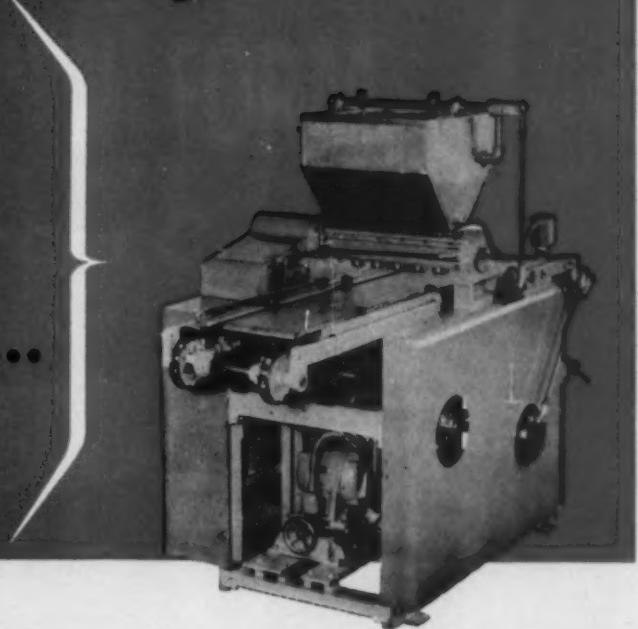
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... the Racine Depositor will deposit any kind, size or shape of candy — creams, mint or chocolate patties, cocoanut kisses, pralines, mound, bars, kisses, wafers, bits, stars, nonpareils, and a range of candies too numerous to mention.

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Five uniform grades of Carnation Malted Milk Crunch are available...shown actual size above.

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the Manufacturing Confectioner

February 1957

Volume XXXVII—Number 2

"You" . . . can now receive liquid sugar

A

New system now makes it economical to deliver liquid sugar anywhere in the United States. Originator of the device which triggers the process is the Amalgamated Sugar Company, Ogden, Utah.

A portable metal converter or dissolving device holds the secret to the new system which makes it possible to blend bulk granulated sugar and water according to the customer's exacting requirements while the sugar is in the process of being unloaded from bulk rail car or truck into the plant.

Frank N. Rawling, Amalgamated director of research, and one of the inventors of the converter, expects widespread demand for this low cost system among industrial food processors who require sugar in liquid form. He points out that liquid sugar has been rapidly on the up-swing, doubling in usage during the past five years to the point at which 15 percent of all sugar now used in the United States is in liquid form.

The converter, or dissolving device, is made of stainless steel and aluminum and weighs only 25 pounds. In five minutes one man can position and connect the converter to the unloading flange of any rail car or truck used for sugar hauling. Only an occasional inspection trip is needed thereafter until the entire load of sugar is unloaded and converted into liquid sugar.

Before a car or truckload of granulated sugar is unloaded, dissolving water is metered into the liquid sugar tank to match the weight of the sugar to be delivered and attain the desired density of liquid sugar.

For example, if the bulk car holds 100,000 lbs. of granulated beet sugar, then 50,376 lbs. of water—or 604 gallons—is metered into the liquid sugar tank, assuming

one wishes to convert the car to 66.5° brix liquid sugar (Degree brix is the percentage by weight of sucrose, or granulated sugar, in a pure sugar solution).

A 2" flexible hose connecting with the pure water intake is coupled by means of a snap-on fitting to one end of the converter. A similar 3" hose is attached between the outgoing end of the converter and the line leading to the liquid dissolving tank.

The dry granulated sugar drops into the converter by gravity feed. A 5 h.p. Moyno pump of 40 gallons per minute capacity pulls water or liquid from the storage tank to the converter. A second 10 h.p. Moyno pump of about 120 gallons per minute capacity carries the sugar-bearing solution from the converter back to the same mixing tank. In this manner, a 140,000 pound rail carload of granulated sugar can be unloaded and converted into liquid sugar in about five hours.

Since the water has been pre-measured to match the total volume of dry sugar, circulation need only be continued until the dry sugar is completely unloaded to assure the desired brix of the final liquid sugar.

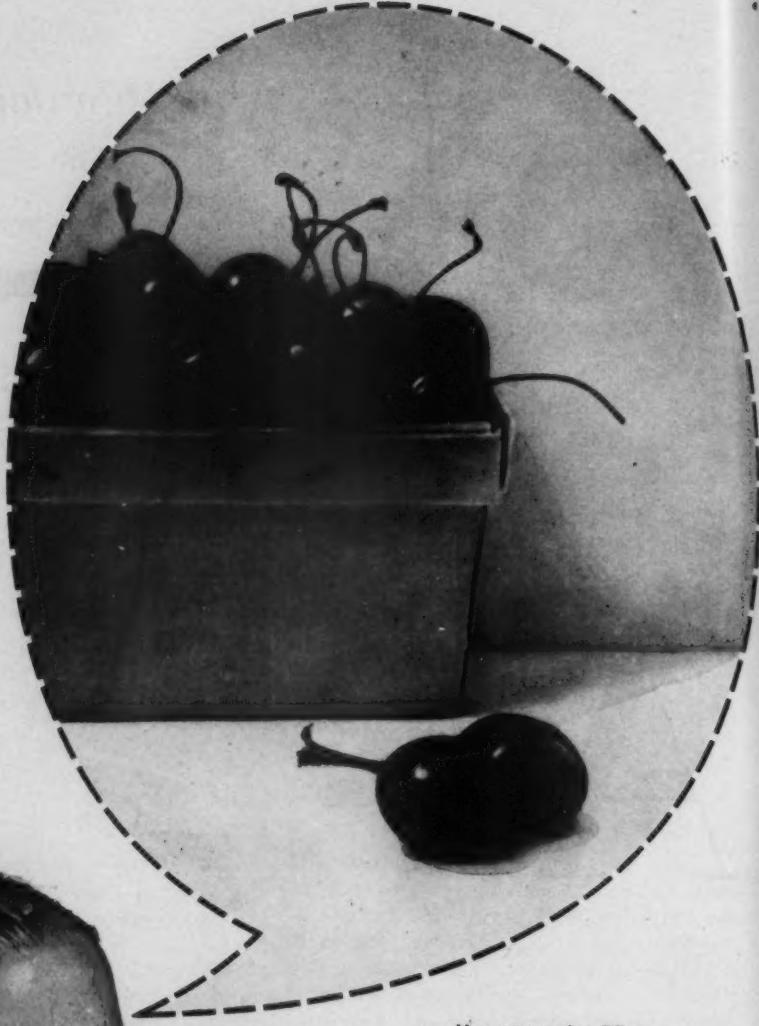
To facilitate efficient distribution within the plant and speed the liquefying process the temperature of the metered water is regulated so as to assure a temperature of 65° to 75° in the storage tank.

For instance, at Neenah, Wisconsin, an initial blending temperature of about 90° is used in winter months. At Milwaukee, the temperature is nearer 100° because of a 200-foot pipeline distance from bulk car to storage tanks.

Five installations are already in operation, including two built by Amalgamated at Seattle, Washington, and

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Ogden, Utah to serve sugar users in those areas—processors of candy, baked goods, canned goods, and other food and beverage products.

Two midwest manufacturers of carbonated beverages—John Graf Co., of Milwaukee and Conway Springs Bottling Company of Wichita, Kansas—have also installed the system, as has the Galloway Company of Neenah, Wisconsin, manufacturer of such diversified dairy products ice cream mixes and sweetened condensed milk.

Vernell's Fine Candies, Inc., which markets some \$2 million of buttermints annually, is among those customers being served by Amalgamated's Seattle Installation. Because this plant is so near its source of liquid sugar, thanks to the new converter, a 7,000 gallon storage tank meets requirements. Liquid sugar is used at the rate of 20 gallons per minute, but the tank is refilled daily.

The new system has no geographical limitations. Those far distant need only install two 15,000 gallon storage tanks to hold the liquid sugar resulting from a 140,000 pound delivery of dry bulk sugar. Cost of such an installation ranges from \$16,000 to \$18,000, and additional storage capacity can be added as needed at a cost of only 25 cents a gallon (\$2,500 for a 10,000 gallon tank).

Experience shows the installation to be economical for any user requiring the equivalent of 10,000 hundred-pound bags of sugar a year, and it will pay for itself in from two to five years, depending upon the volume of sugar used and the size of the original installation.

According to Mr. Rawlings, food and beverage processors using this new system are saving from five to forty cents per hundredweight of sugar used, depending upon their previous method of handling bagged sugar. The savings are derived in elimination of in-plant sugar handling, spillage and housekeeping. An additional 15 cents per hundredweight is saved by using bulk beet sugar rather than bagged sugar.

At one time the Graf plant at Milwaukee and the Galloway plant at Neenah tried to use an invert liquid sugar which proved unsatisfactory to their products. Ned Galloway sums up that experience with this comment: "Because this sugar had never reached the crystal forming stage we didn't get the final purification so very essential to our trade. There's all the difference in the world now when we convert pure granulated sugar crystals into liquid sugar."

Successful development of the Liquilizer ends a long and costly search by the entire sugar industry for an answer to the liquid sugar problem; and it's the latest achievement in a long series of improvements pioneered by the beet sugar industry to meet the requirements of sugar users in industry and in the home.

Amalgamated plans to make the new system available to other sugar companies in about one year under a nominal licensing arrangement.

The Metropolitan Candy Brokers Association is again holding an exhibit of candy and allied lines June 21 through 23, at the Hotel Commodore. Harry Lustig, Secretary of the New York Manufacturers Association is acting as exhibit manager. The show is under the chairmanship of Harry V. Schechter.

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process are cut sharply when you start using GPI G-400.

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PENNSYLVANIA MANUFACTURING CONFECTIONERS ASSOCIATION

11th Annual Production Conference

**Franklin and Marshall College
Lancaster, Pennsylvania**

Thursday, April 25th:

Moderator—I. Harry Goldenberg
Goldenberg Candy Co., Inc., Philadelphia;
Chairman, Executive Committee, P.M.C.A.

8:30 A.M.	Registration	Proper Storage of Candies
9:00	Invocation	H. B. Cosler
9:05	Greetings	<i>Head, General Products Section, Applications, Engineering Branch Food Laboratories, Quartermaster Food & Container Institute for the Armed Forces, Chicago.</i>
9:10	Clarence G. Bortzfield <i>Keppel's, Inc., Lancaster, Pa;</i> <i>President, P.M.C.A.</i>	Some Methods for Obtaining Air Conditions Found Most Desirable for Candy Manufacturing and Storage
9:10	Report on Research	11:15
	C. R. Kroekel <i>Kroekel-Oetinger, Inc., Philadelphia</i> <i>Chairman, Research Committee,</i> <i>P.M.C.A.</i>	F. M. Johnson
9:20	A Study of the Action of Sorbitan Mono-stearate in Chocolate	<i>Sales Manager in charge of Air Conditioning & Drying Division, Surface Combustion Corporation, Toledo, O.</i>
	William N. Duck <i>Director, P.M.C.A. Research Projects at Franklin and Marshall College</i>	11:40
9:45	Frozen Candy Symposium	Discussion
	Dr. J. G. Woodroof <i>Chairman, Food Processing Division Georgia Experiment Station University of Georgia, Experiment, Ga.</i>	12:10 P.M.
	Herb Knechtel <i>Consultant, Knechtel Laboratories, Chicago</i>	Viscosity Instrumentation
		Wendel S. Young
		<i>Manager, Food Industry Division The Foxboro Co., Foxboro, Mass.</i>
		12:35
		A New Approach to the Use of Liquid Sugar in the Confectionery Industry
		D. V. Wadsworth
		<i>Vice President, Refined Syrups & Sugars, Inc., Yonkers, N. Y.</i>
		1:00
		Luncheon (served on campus)

... now ... 33-1/3% more capacity ...

in this new rectangular, mobile under-counter type

BIN

by WEAR-EVER



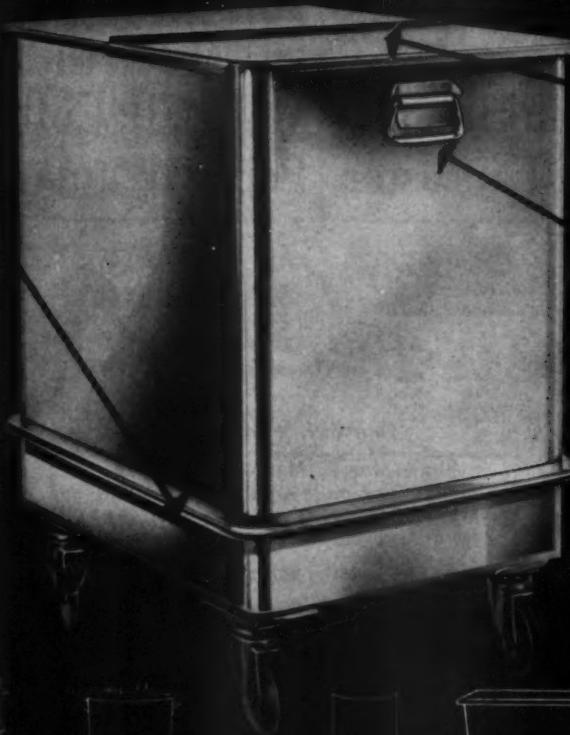
RUBBER BUMPER
protects counters
and contents.
stands 11"
from floor.

SWIVEL CASTERS
are rubber, ball
bearing type for
real mobility.

WEAR-EVER FEATURES
FOOD HANDLING ITEMS
FOR EVERY NEED



Under-counter bins and ingredient containers.



HINGED COVER
folds back flush
to top, can be
easily removed.

SNAP-BACK HANDLE
permits easy moving
and handling.

CAT NO. CAPACITY
5500 38 Gallons

OVER-ALL HEIGHT
30 inches

OUTSIDE DIMENSIONS
(including bumper)

Depth 22 $\frac{1}{2}$ " Width 20 $\frac{1}{2}$ "



Drums



Totes



Tote boxes

We've "squared away" the conventional round container, to give you $\frac{1}{3}$ more carrying and storing capacity, *in comparable over-all size*. Think what this can mean to you in faster handling, fewer refills, greater utility.

Quality's the same, of course, as in all Wear-Ever Aluminum food handling items. Extra hard-wrought dent and scratch resistant alloy. Seamless construction. Smoothly

rounded, easy-to-clean inside corners. Sanitary flared rim.

Naturally, we've designed this new container for a perfect fit under your standard cook's and baker's work tables — same as the round type.

Like to see a sample? Pick up the phone and ask your Wear-Ever man to wheel one over. Or send coupon for full details on our complete food handling line.

WEAR-EVER ALUMINUM UTENSILS

THE ALUMINUM COOKING UTENSIL COMPANY, INC.
WEAR-EVER BLDG., NEW KENSINGTON, PENNSYLVANIA

The Aluminum Cooking Utensil Company, Inc.
9902 Wear-Ever Building, New Kensington, Pa.

GENTLEMEN: I'd like to know more about your new rectangular under-counter bin.

Send me your catalog. Have your representative see me.

NAME.....

TITLE.....

Fill in, clip to your letterhead, and mail today.

2:00	Use of Pure Food Gelatine in the Candy Industry	3:45	People and Productivity
	W. F. Bronson <i>Director of Technical Service U-COP-CO Division of Wilson & Co., Inc., Calumet City, Ill.</i>		Dr. G. Jay Anyon <i>Assistant Professor of Industry Wharton School, University of Pennsylvania; Industrial Consultant, Philadelphia</i>
2:30	Aeration in Candy Technology	4:15	Discussion
	Justin J. Alikonis <i>Director of Research Paul F. Beich Co., Bloomington, Ill.</i>	5:00	Adjournment
3:00	A New Method for Moisture Determinations in Confections	7:00	The Pennsylvania Manufacturing Confectioners' Association Dinner (Dress Informal)
	Thomas F. Conway <i>Associate Research Chemist Technical Division, Corn Products Refining Co., Argo, Ill. in collaboration with</i>		Hotel Brunswick, Lancaster, Pa. Pennsylvania Dutch Dinner
	R. F. Cohee <i>Manager, Sales Service, Central Division Corn Products Sales Company, Chicago</i>		Hans F. Dressel <i>Representative, Felton Chemical Co., Inc., Phila.; Chairman, Eleventh Annual Production Conference</i>
	Robert J. Smith <i>Senior Chemist, Research and Development Depts. Technical Division, Corn Products Refining Company, Argo, Ill.</i>		Clarence G. Bortzfield <i>Keppel's Inc., Lancaster, Pa. President, P.M.A.C., Toastmaster GREETINGS from National Confectioners' Association Philip P. Gott, President</i>
3:30	Recess		Address Dr. Theodore A. Distler of Lancaster, Pennsylvania and Washington, D. C.

Friday, April 26th:

Moderator—Richard M. Stark
Bachman Chocolate Mfg. Co., Mt. Joy, Pa.
 First Vice President, P.M.C.A.

9:00 A.M.	The Production of Choice Peppermint and Spearmint Oils in the United States	10:15	The Use of Chocolate as a Flavor
	Winship A. Todd <i>Vice President & Treasurer A. M. Todd Company, Kalamazoo, Mich.</i>		Norman W. Kempf <i>Manager of Chocolate Development Walter Baker Division, Dorchester, Mass.</i>
9:25	New Dairy Solids for the Candy Industry	11:05	Trends and Results of the Chocolate Research in Germany
	J. V. Reger <i>Assistant Sales Manager, Food Products Division Western Condensing Co., Appleton, Wisconsin</i>		Dr. R. Heiss <i>Director, Institute of Food Technology and Packaging (Institut Fur Lebensmitteltechnologie Und Verpackung), Munich, Germany</i>
9:50	Chocolate Engrossing and Polishing	11:40	Factors that Influence Cast Cream Center Characteristics
	Charles Carilli <i>Vice President in charge of Production Edgar P. Lewis & Sons Inc., Malden, Mass.</i>		James A. King <i>Nulomoline Division, The American Molasses Co., New York</i>
	Hot and Cold Pan Work and Polishing	12:15 P.M.	Discussion
	R. H. Williams <i>Candy Making Superintendent DeWitt P. Henry Co., Philadelphia</i>	1:00	Luncheon (Served on campus)
		2:00	Round Table Discussion
		5:00	Directed by James A. King Adjournment

CALENDAR

February 4—Confectionery Salesmen's Club of Baltimore, luncheon at Cannons Restaurant.

February 4—Candy Production Club of Chicago, American Furniture Mart.

February 4—Pittsburgh Candy Club, luncheon at Eddie Aschner's Colonial Tavern, Route 51, Brentwood, Pittsburgh.

February 6—Buffalo and West New York Confectioner's Assn., MacDoe's Restaurant, Buffalo.

February 8—Los Angeles Confectionery Sales Club, Ladies Night, Pabst Brewery, Mission Room.

February 9—Carolina Confectionery Salesmen's Club, luncheon at Henry's Restaurant, Charlotte, N. C.

February 12—AATC, Boston Section, Hotel Continental.

February 14—AATC, New York Section, Busto's Restaurant.

February 14—Metropolitan Candy Brokers Assn., Inc. Hotel Empire

February 14—New York Candy Club, Park Sheraton Hotel.

February 16—Great Plains Candy Club, luncheon at Great Castle Hotel, Omaha, Neb.

February 16-20—National Food Brokers Assn. Annual Convention, Conrad Hilton Hotel, Chicago.

February 18—Chicago Candy Club, American Furniture Mart.

February 18—Confectionery Salesmen's Club of Philadelphia, 2601 Parkway House.

February 19—Candy Executives & Allied Industry Club, St. George Hotel, Brooklyn.

February 23—Southwestern Candy Salesmen's Assn., Sammy's Restaurant, Dallas, Texas

February 27-28-March 1—Western Candy Conference, Hotel Biltmore, Los Angeles, Calif.

April 8-11—National Packaging Exposition, International Amphitheatre, Chicago

April 10-12—Point-of-Purchase Advertising Institute, Palmer House, Chicago.

April 25-26—Pennsylvania Manufacturing Confectioners' Association 11th Annual Production Conference, Lancaster, Pa.

April 25-26—Eleventh Annual Production Conference, Pennsylvania Manufacturing Confection Association, Franklin and Marshall College, Lancaster, Pennsylvania

May 25—Annual Dinner Dance of the Empire State Candy Club, New Onondaga Hotel, Syracuse, New York Cocktails 6PM

June 9-13—National Confectioners Association Annual Convention and Exposition, Conrad Hilton Hotel, Chicago.

June 9-12—Associated Retail Confectioners of U.S.A. Annual convention, Drake Hotel, Chicago.

June 18-21—Southern Wholesale Confectioners Association Inc., Convention and Trade Show, Jung Hotel, New Orleans, La.

July 14-18—National Candy Sales-Mens Assn., Buffalo, N. Y.

July 28-August 1—National Candy Wholesalers Association Annual Convention, Chicago, Ill.

October 28-30—Packaging Institute, Annual Forum, Statler Hotel, New York

**Got a
coating problem?
Here's your man!**

Al Garner's the kind of a guy who gets in trouble with his wife. For he has the boy scout's habit of scooting off to help any candy maker who sends out a distress signal. And whether the trouble lies in temperature control, cooling or enrobing, Al usually comes up with the right answer fast.

When he's not looking over your shoulder, Al's in the plant looking over ours. He never lets us forget that Wilbur-Suchard's reputation has been built by people who care about quality; people who sell through service.

Got a coating problem? Call Al Garner.



Introducing Al Garner
to prove our point:
*when it comes to quality,
people mean more
than machines.*

WILBUR-SUCHARD CHOCOLATE CO., INC. LITITZ, PA. MADISON 6-2154

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Pick a color

any color



Stange can produce it

Color is the first overture your product makes to a prospect. Is that color as *inviting* as it could be? Does your color help make as many sales as it should? Stange color technicians can *create* the color you desire . . . and produce it with scientific precision each time you reorder. The Wm. J. Stange Co. Laboratories and Technical Staff will gladly assist you in capitalizing on all the stimulation that *color* can bring to your products. Consult your Stange representative or write.

PEACOCK BRAND CERTIFIED FOOD COLOR

WM. J. STANGE CO. Chicago 12, Ill. • Paterson 4, N. J. • Oakland 21, Calif.

Canada: Stange-Pemberton, Ltd. New Toronto, Ontario • Mexico: Stange-Pesa, S.A. Mexico City

Litho in U.S.A.



LATINI'S FAMOUS CHOCOLATE SPRAYING SYSTEM

Unexcelled for panned goods and pre-building for the enrober.

Increases production

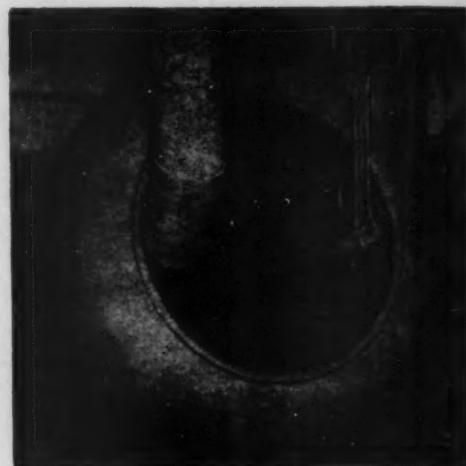
Eliminates doubles and clusters

Uniform coating

Low labor factor

Available in 4-pan Systems and up. A non-skilled help operation with a daily output of approximately 1,000 pounds per pan.

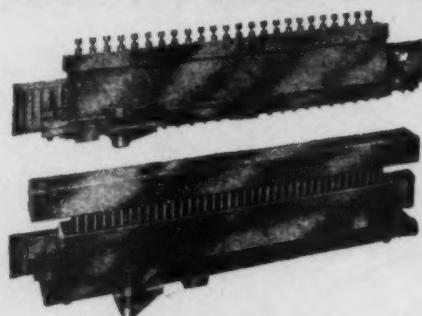
LATINI CHOCOLATE SPRAYING SYSTEM



LATINI REVOLVING PAN

Unusual Bowl Shape Permits 10 to 15% Larger Charges
Heavy Gauge Bowl, and Sturdy Construction Insure Long Service
Life

Motor and Drive Enclosed in Sanitary Stand
Bowl Shaft Mounted on Oversized Self Aligning Bearings



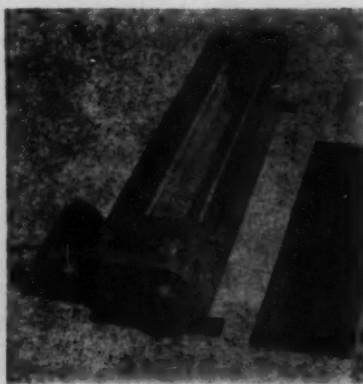
Mill River Pump Bars

Faster, better, and more accurate due to precision workmanship. Water-sealed—Sanitary—
No Grooves—No Washers.

Available in all sizes.

Single, double, triple and quadruple row for
all depositors.

Also available—Special Chocolate Pump Bars—
Sanitary Stainless Steel Hoppers.



LATINI
DECORATOR

Saves Labor—eliminates from 2 to 6 strokes per enrober.
Versatile—variable speed drive, elevation control and 3 sets of
decorating belts make a wide variety of markings.



BERKS HARD CANDY MIXER

Mixes color, flavor and acid in 75 to 125 pound batches at rate of 1000 lbs./hr.,
10% scrap may be included.
Saves labor and floor space.
Assures uniform mixing and constant rate of production through the day.

Representative:

John Sheffman, Inc.

152 West 42 Street

New York 36, N. Y.

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CANDY PACKAGING AND MARKETING

First re-packers Convention

BY STANLEY E. ALLURED

The first convention specifically for distributors who pack bulk candy into their own bags and boxes was held in Chicago early this month. Though the common name for this type of operation is "re-bagging", and most of these men call themselves by that name, the general feeling at the meeting was that the name was not sufficiently descriptive of their entire operation. The preferred name seems to be Candy Merchantiser, which puts the emphasis on the reason for the re-bagging operation.

The reason for a general line candy wholesaler starting a re-bagging operation is to be able to give the independent super market and service food store the kind of service that they require in order for them to be able to compete with the large chain stores.

The first general session of the convention dealt with production of the bagging operation, costs, equipment and materials. A great majority of the operators use all three films, cello, saran and poly. While some use a printed bag, the great majority use header labels, primarily because of the mechanical handling and inventory problems. There was quite a discussion of the relative merits of the printed bag with the labeled bag. Several factors entered into the choice of type of bag, though the major factor was the size of the bagging operation.

A small operator packing less than around 10,000 bags per day almost has to use header labels, as the

cost of printed bags for each item would make too great an inventory and packing problem. For the larger operator, however, the choice can be more on which type seems to sell the best, or is preferred by stores. One large packer has two lines, one printed and one labeled, each going to the stores that prefer that type of bag. One packer said that the other factors involved in the operation of a packing business were so much more important than the choice of bag types, that that problem was best relegated to minor importance. The major point in bags, whether printed or labeled, was the prime importance of neatness. The bag must give the impression of cleanliness and quality, and therefore, must be clean and neat, with straight seals and labels and printing.

The cost of the bagging operation was one of the most interesting discussions at the convention. Herb Unger, packer from Akron, told of his system of incentives, which produced a total direct labor cost of 8/10 of a cent per bag. This cost is based on a crew of three girls weighing, filling and sealing about 5,000 bags in eight hours, and earning about \$13.33 per day per girl. This is all hand operations, and represents, according to comment at the convention, about the peak of bagging efficiency. In smaller operations, the bagging cost ran from one cent to two cents per bag for direct labor.

Further discussions were held on the subject of
(Continued on page 31)



Sure it sells faster . . . it looks better in Saran Wrap



When extra protection is important, shoppers look for this hallmark.

Coast-to-coast sales prove candy invites more sales in glistening Saran Wrap bags. Here is the crystal-clear packaging that protects all the freshness and flavor you pack . . . and gains impulse sales for you by putting extra taste-appeal on display.

Saran Wrap* is the completely transparent plastic film . . . satin soft, pliable and tough. That's why it makes neater packages that keep their eye-appeal in spite of customer handling. Saran Wrap bags won't crack or cloud up, maintain constant pro-

tection, keeping candy as fresh as the day it was packed.

Shoppers know Saran Wrap keeps foods fresh far longer . . . they rely on it in their homes. They'll show you they like your product in Saran Wrap, too. Switch now and put the *Saran Wrap hallmark of protection* on your packages. Remember, Dow's packaging service is at your disposal. THE DOW CHEMICAL COMPANY, Midland, Michigan, Plastics Sales PL1624D.

*Trademark of The Dow Chemical Company.

YOU CAN DEPEND ON





For the
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For the widest variety of packaging materials and printing processes available anywhere, plus more than half a century of experience in designing and producing saleswinning packages, call our Milprint man — FIRST!

In Cellophane

- Protection
- Beauty*

Printed Cellophane, Pliofilm, Polyethylene, Saran, Acetate, Glassine, Foils, Folding Cartons, Bags, Mylar, Lithographed Displays, Printed Promotional Material

*Reverse printed sheet

This insert printed by Milprint, Inc.



In Foil

- Added Protection
- Added Sparkle

Eye Appeal to Spark Impulse Sales!

ROTOGRAVURE

BEAUTIFUL CARTON OVERWRAPS

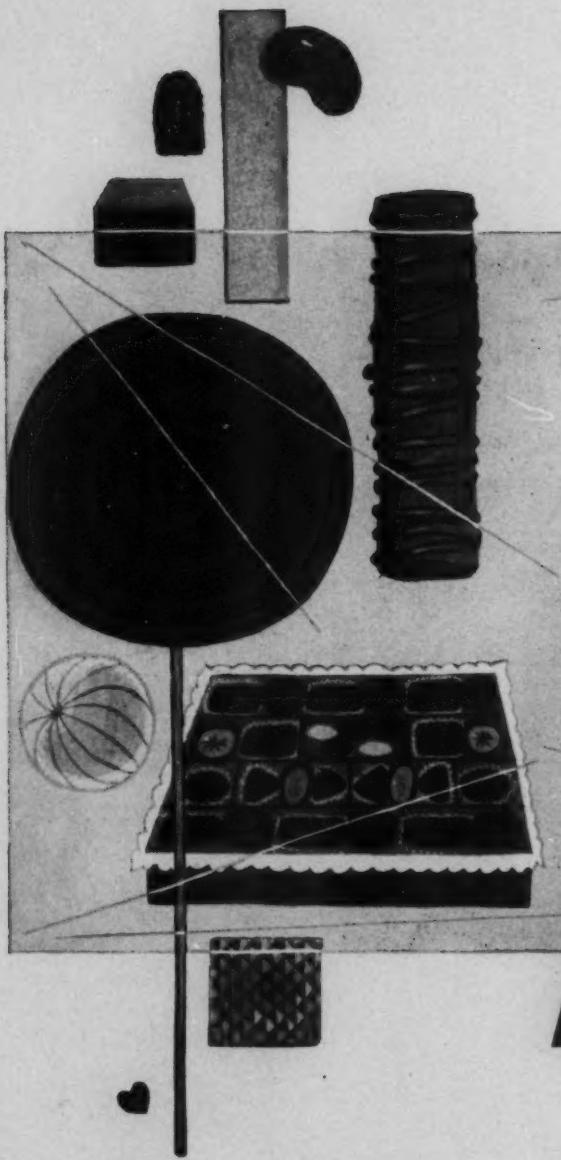
BY **Milprint**



Reg. U. S. Pat. Off.

Milprint* INC
PACKAGING MATERIALS
LITHOGRAPHY & PRINTING

General Offices: Milwaukee, Wisconsin
Sales Offices in Principal Cities



new profits

when candy's
wrapped in

AVISCO
Cellophane

...here's why:

Clarity

Shoppers get a perfect, unclouded view of what they're buying. And cellophane's flashing brilliance catches their attention, helps lure them to mass displays, promotes extra sales.

Machinability

No other film can match cellophane's trouble-free machine performance. It seals quickly and perfectly—even in the most complicated folding, tucking, and sealing operations.

Freshness

With the superior aroma protection and moisture retention of AVISCO cellophane, candy stays fresh, flavorful, filled with the taste appeal that means more sales, bigger volume.

Printability

There's a special kind of sales-making elegance that's born when inks meet AVISCO cellophane. All pigments flash brightly, suspended as they are on a non-absorptive surface.

Your AVISCO salesman or converter representative will be happy to discuss with you further how you can build a more prosperous business with AVISCO cellophane.

AMERICAN VISCOSÉ CORPORATION, Film Division, 1617 Pennsylvania Blvd., Philadelphia 3, Pa.

(Continued from page 27)

corrugated cartons. Some packers reuse manufacturers cartons, pasting a label on it to identify the contents. Others find it more advantageous to buy cartons that pack the size and count they deliver. The difference appears to be in the length of the routes. Those packers who cover a small area, and whose trucks come into the office each day do not need to be as economical with their truck space as those who have route men on the road for several days at a time.

Others gave their costs on the basis of free-flowing and non-free-flowing products. One packer who is well mechanized gave his direct labor packaging costs as one cent for non-free-flowing items, and 1/3 cent for others.

Barg and Foster, a repacking house in Milwaukee and a subsidiary of Sperry Candy Company, has used TV spots for several years to give their brand name recognition in their own marketing area. It is not very common for repackers to use any advertising, but some are using it to good advantage. Where the size of the operation warrants it, this attempt to push a brand in a market can be very effective. It is the hope of every repacker that his own brand will come to have equal prestige, in his own marketing area, with the nationally advertised brands. Probably none have yet accomplished this completely, but several are on the way. Considering that the general field of repacking on a major scale can be considered to be less than ten years old, the development of strong local brands by repackers in some areas shows a trend that may grow.

The subject of guaranteed sale of candy brought quite a bit of discussion. Some packers seem on the defensive when discussing this subject, though this practice was generally agreed to be one prime reason for the success of repackers. It is of course one of the prime sales points when selling their services to food stores. As was pointed out by one packer, this policy is as much in the interest of the packer as the retailers. Items that do not sell, and lay around on the shelf hurt the packer in two important ways. In the first place, since space is limited, these slow movers take up valuable selling space that should be devoted to the fastest movers that the packer can put in that outlet. In the second place, these slow movers will, of course, get stale. Since the item is under his brand, the packer suffers whenever such substandard merchandise gets into the hands of a consumer. The policy of guaranteed sale, therefore, is not just a sales gimmick. It just makes good profit sense for the packer to operate on that principle, and deviate from it only when the store personnel take advantage of it and abuse the practice.

Another point of operating that drew a great deal of interest was the practice of placing some kind of display fixtures in stores, and whether they should be given to the store, rented, sold, or loaned. Each method of placing suitable racks has some merit. In many cases, however, many packers feel that the whole subject of racks are a necessary evil, and that they are used only for competitive reasons.

The guaranteed sale is used as an aggressive sales

(Continued on page 36)

For Maximum Protection at Lowest Cost



Sweetone
W A V E E
Parchment

SWEETONE WAVEE PARCHMENT is the most economical grease proof box pad sold today. It is ideal when used as a safeguard against breakage for candy.

Write Today for a new folder containing actual samples of our complete line of Sweetone Paper Products for manufacturing confectioners including:

Glassine	Chocolate Dividers
Waxed Papers	Boat & Tray Rolls
Wavee Parchment	Layer Boards
Embossed Papers	Die Cut Liners
Candy Box Paddings	

George H. Sweetnam, Inc.

282-286 Portland Street, Cambridge, Mass.



Representatives in Philadelphia, Detroit,
St. Louis, Chicago, Dallas, New Orleans and Los Angeles

NOW...THE NEW TRAYMASTER CARTON FORMER!



At H. B. Reese Candy Company, these two tray sizes are formed on a TL-100 and overwrapped in printed cellophane by a Package Model FA.

Forms and Glues a Wide Variety of Cartons Without Messy Glue

Package's new TL-100 Traymaster produces cartons using the widest variety of board stocks, including polyethylene-coated and foil-lined. And with no messy glue! The TL-100 uses a rope-like thermoplastic adhesive that is automatically unwound from a spool, metered, melted and applied to the carton.

There's no glue pot to clean . . . no muss, no waste.

Occupying only 3 square feet of floor space, the TL-100 Traymaster is easily moved to the most convenient location. Available in three models for different carton sizes and speed ranges, the TL-100 will produce up to 100 cartons a minute in size ranges from 2" to 15" long, from 1 $\frac{1}{8}$ " to 11 $\frac{3}{4}$ " wide, and from $\frac{3}{8}$ " to 4" high. Only the simplest, least expensive blanks are required. Trays and cartons are formed with a smooth, unbroken inner surface, since the hinged flaps are sealed to the outside.

A single operator can tend several machines, needs only push the starting switches and keep the magazines supplied with blanks. For information about the money-saving, labor-saving TL-100 Traymaster, phone or write our nearest office.



EAST LONGMEADOW, MASSACHUSETTS
NEW YORK • PHILADELPHIA • BOSTON • CLEVELAND • CHICAGO • ATLANTA • DALLAS
DENVER • LOS ANGELES • SAN FRANCISCO • SEATTLE • TORONTO

PACKAGE
MACHINERY COMPANY

Double your advertising dollar . . . "with packaging"

Doublle the effectiveness of your advertising dollar through a better understanding of packaging.

I recognize that doubling your money is a broad statement but the optimism is based on a solid fact: that America is in the midst of a marketing revolution. As a nation of consumers, we are revolting against the restrictions of traditional personal salesmanship with its philosophy of selective distribution, high mark-up, and retail service.

It may be safely assumed that future economic historians, looking back on the Twentieth Century, will undoubtedly portray the first 50 years as the *industrial* revolution—as the period when the huge productive capacity of this country was first established—and will undoubtedly look upon the second half of the century as the *distribution* or *marketing* revolution.

The magnitude of the era into which we are moving is truly staggering. On the one hand, we have the fantastic output of American industry, which is producing more and better goods at an increasingly growing rate.

On the other hand, we have the spectacular rise of *consumer* income, plus the vastly greater discretionary spending power of today's customer as opposed to the pre-war shopper.

It is retailing, in the broadest sense of the term, that has been the indispensable channel through which most of this unprecedented supply has flowed to the seemingly insatiable demand. In this crucial pivotal position, we have inherited significant responsibility and opportunities.

It would seem that our responsibility in bringing the fruits of industry to the consumer is indeed

BY JOHN C. NEWELL, JR.
FOLDING PAPER BOX ASSOCIATION

substantial when viewed in the light of the conviction by many economists that customers exercise wide latitude in their discretionary spending powers. One of the amazing characteristics of the marketing revolution is that *customers could do without, or postpone, 40 percent of the total U.S. production!*

Hence, there is great need for sales stimulation at the point of purchase—where all the billions spent on research, development and advertising promotion reach a climax.

This revolution has developed a new concept of distribution: of mass marketing, of huge volume, fast turnover and low profit margins . . . of self-service where the customer is his . . . and her . . . own salesman. And a darn good salesman, too.

One of the important factors in this marketing revolution has been . . . still is . . . and will continue to be packaging. For packaging has become the new dimension in retailing.

There are four ways in which packaging can help your advertising to be more effective:

- 1 By providing a new sales theme.
- 2 By creating new promotional opportunities.
- 3 By broadening sales outlets and thus making it possible for more people to respond to your advertising.
- 4 By following through to the point of purchase; by providing identification at the point of sale.

These are four familiar areas, I know, but in this marketing revolution, they take on new significance.

America is moving at an amazing pace into a world of self-service and self-selection. Ten years ago there were 10,000 super markets doing some

30% of food volume. Today there are over 20,000 supers and while they represent only 5% of all food outlets, they do 55% of all the food business!

And new giant supers are opening at the rate of one every hour of every working day. In variety stores, the pace is nearly as swift; Woolworth has opened 435 check-out stores this year and plans for 650 more in 1957. Half of the nation's chain drug stores have full or partial self-service and over one third of the hardware stores.

Experts estimate that one out of 30 retail stores now have some form of self-service. In the next 10 years it will be one out of three! Self-service is the most important factor in retailing today and self-service depends largely on packaging.

Most of you are old enough to remember when you first shopped in a super market and some of you may not be accustomed to it yet. But by 1965 the nation will be dominated by people whose adult life has been accustomed to super markets: 70% of the population will be people between the ages of 20 and 60. Self-service will be no longer a novelty, it will be the standard retail practice.

You are all familiar with the 2 for 1 deals which have become so important in competitive marketing. The package makes them possible . . . The more attractive and hard-selling the package, the more effective your advertising.

Packaging, especially in combinations, makes it possible to quickly introduce new products. And,

of course, there are thousands of other combinations: like the special cranberry package that sold more cranberries in August than had ever been sold in any month except November or the holiday decanters which have sparked the liquor industry.

Promotional packaging can give advertising a change of pace, spur sales in off season, and give the customer greater value. The right kind of package can be as important as the right advertising theme.

The right kind of package should catch the eye and recall the advertising. The right kind of package should bring back that ad on TV, in magazines or newspapers to the customer's mind. The right kind of package can clinch the sale which your advertising has started.

Let's look at a recent issue of LIFE . . . page after page of ads spotlighting the package . . . saying to the consumer: "WHEN YOU SEE ME ON THE RETAILER'S SHELF, REMEMBER THIS AD AND PICK ME UP." Good packaging at the point of sale can double the effectiveness of your advertising.

Good advertising can sell a good product in a poor package but a good package can double the sales power of a good ad. The package of a nationally-distributed product is exposed to more customers than any other single form of advertising. Every week a package of GLEEM or RICE KRISPIES or JELLO is seen by 37 million customers in super markets alone. Every week three times as many people see the package of a nationally-advertised product as read LIFE. Every month the carton on the super market shelf is seen by four times as many people as read READER'S DIGEST. And week after week almost as many people continue to see the package as witness the most successful spectacular on TV.

The 110 billion folding cartons produced each year offer 600 billion advertising billboards at the most important moment in the life of a product: the point of purchase.

Standing alone, a good package can sell effectively but it can do a whale of closing the sale if backed by effective advertising.

It has always seemed to me that marketing breaks down three phases: Public Relations to till the soil of public opinion; Advertising to create the identity and desire; and Selling to clinch the sale. And in this era of self-service, that more and more of those sales are being clinched by the package.

To you creative men and women, I say: "Let us join together to make both of our services more effective. We will continue to show you how better packaging can make your job easier and your advertising more effective. And we, in turn, look to you for creative ideas that can be combined with packaging to sell more and better goods at ever-lowering cost."

In modern mass marketing, the package is the pay-off. Good packaging, properly understood and used, can double the effectiveness of your advertising dollars.

The end



Rhinelanders GLASSINE for Packaging

Rhinelanders Glassine and Greaseproof protective papers are versatile, and offer big advantages to candy makers:

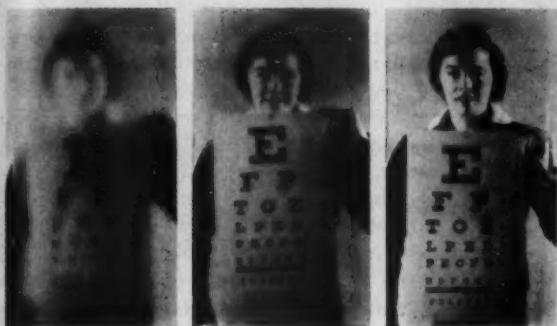
1. Attractive glossy appearance is combined with positive greaseproof protection.
2. G and G papers retard rancidity. Prevent staining.
3. Resist moisture (coated or waxed grades).
4. Fabricate and print easily.
5. Cost is reasonable in relation to performance.



RHINELANDER PAPER

Rhinelanders Paper Company, Rhinelander, Wisconsin
Subsidiary of St. Regis Paper Company

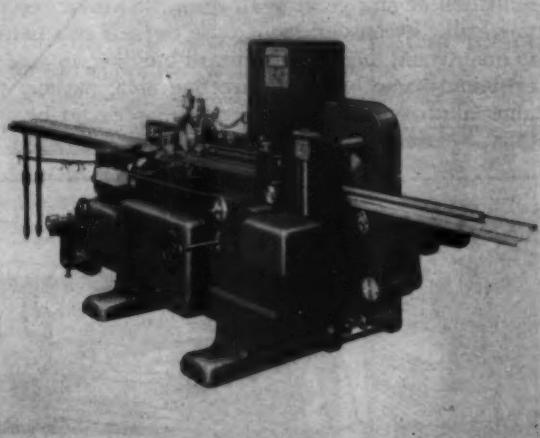
New Products



Two new film-grade polyethylene resins, that offer greatly improved clarity at no increase in price, have been announced. One is a completely new formulation which is still undergoing field evaluation. Preliminary tests indicate that it extrudes into the clearest film now on the market. The other resin is a modification of an existing resin for which extension operational data is already available.

Film from conventional resin completely obscures the eye chart above on the left. Letters are legible but fuzzy through film extruded from the new intermediate resin. All letters read distinctly through film from the new experimental resin on the right.

For further information write: Bakelite Company, 200 Madison Avenue, New York 16, New York.



A continuous wrapping machine for polyethylene has been developed that operates on the continuous "float" principle. The product is first fed into a continuously formed tube. The lengthwise seal is then made, and the ends formed, sealed, and cut to length. Automatic feeds and deliveries are available for many products.

For further information write: Hudson Sharp Machinery Company, Green Bay, Wisconsin.

Speed Makes The Difference! 450 CARAMELS CUT and WRAPPED EVERY MINUTE IDEAL HI-SPEED WRAPPING MACHINE



Speed that's always dependable — Safety that can be counted on — maximum production at least cost—that's the Ideal Special Caramel Wrapping Machine!

Only 2 personnel required for this entirely automatic operation.

Write today for FREE Brochures.

IDEAL WRAPPING MACHINE COMPANY
MIDFIELD, NEW YORK U.S.A.

COOPER-STYLED FOLDING BOXES



Are
Persuasive
Salesmen

Always
on the job

COOPER Paper Box Corporation, Dept. M

Buffalo 10, New York.

Please send us Display Brochure of Cooper-styled Boxes with prices.

Our firm name _____

Street _____

City _____ Zone _____ State _____

tool in order to get into a store, but once there, it should have very little reason to be used. It was generally agreed that if merchandise in a store did not move, the salesman should have known before that it did not stand a good enough chance there, and should have been more careful in placing it. The figures given for returned goods on this guaranteed sale seem to point up this fact. No operator gave a figure for returns over 2% of sales, and many operators had returns of less than 1% of sales, much of the responsibility of returns must fall on the salesman, and the best control of returns is through training salesmen to watch the movement of each item in a store, in order to keep slow movers from building up, and non movers off the shelves.

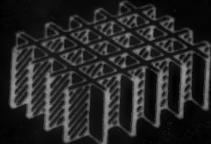
Several operators mentioned special items that they used in the way of display fixtures. One bought card tables, and used them as racks for display, and then sold them a little below cost to the store personnel. In some cases, he can sell them to the store along with the merchandise, and the store owner can give the table away afterwards to some sales clerk who has met some sales quota, or keep it himself. Another operator buys a standard corrugated dump bin, printed only with his brand name. Special seasonal signs are made to be inserted for each season, and the dump bin used until it becomes unsightly. Another operator, who was plagued with the problem of keeping other merchandise off of his racks in stores, now puts in only prong racks, which cannot be used for anything but his own bags.

MURNANE

"Lint Free"

PAPERBOARD PRODUCTS

Base Cards, Boats, Trays, Dividers, etc.
for use in automatic wrapping machines.



also

LINT FREE PREASSEMBLED NEST PARTITIONS, DIVIDERS
AND LAYER CARDS. H. T. NON-STICK® TREATED
CARDS AND BOATS FOR STICKY BARS

MURNANE PAPER COMPANY

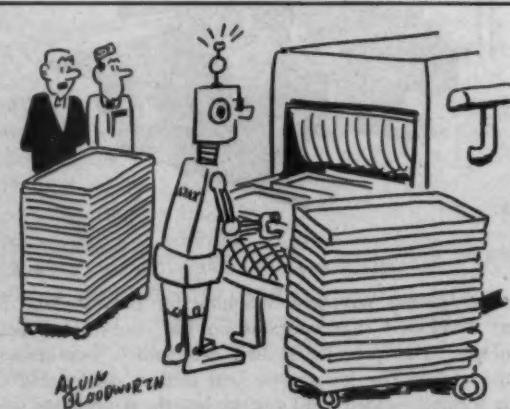
1510 N. KOSTNER AVE., CHICAGO 51, ILL.
WRITE OR CALL COLLECT CAPITOL 7-5300

The competition of manufacturers branded bags of identical items to those repacked into a repacker bags was not considered of great importance. In fact, several operators reported that in cases where an identical product was displayed side by side in the manufacturers bags and a plain bag with a local brand, the local brand would outsell the manufacturers bag. In most such cases, the bag size and price would differ.

On the subject of quality, the repackers are of one accord. They must buy on quality before considering price. While many of them are very strongly vocal about the importance of buying only quality candy, their measurement of quality is rather haphazard. Most, of course, trust their own taste to determine what item to buy. There is always the consumer who can tell the bagger just how good he judges quality. In this respect, the repacker has a distinct advantage over a manufacturer, for he will know when an item falls below acceptable quality long before a manufacturer would ever find it out through his sales channels. Because the packer is so sensitive to reactions of quality from consumers, he very soon finds out that quality is something the consumer is very positive about.

When questioned about his method of determining quality, most baggers seem to depend primarily on the reputation of the manufacturer, and his own experience with that manufacturer in the past. Most seem to stick to one source of supply on an item, as long as the quality remains acceptable, and the price reasonably competitive. On new items, the test is not so much one of quality, but of saleability. This can be determined easily and quickly by using a few stores to test it.

Every packer can tell a story of an item that sold very well until suddenly the consumer detected a reduction or change in quality, and the item became unsaleable because of it. Because of their sensitivities to quality and their efforts toward building an accepted brand name in their marketing area, packers are unusually conscious of quality, and seem to be less price conscious than most candy buyers.



*"We finally solved the problem of
mixing trays automatically"*

**new
packages**



L. S. Heath & Sons, Inc., is again putting a box of their chips, double coated centers of their Heath Bar, on the market. The packages will be in five ounce and one pound sizes. The colors are gold and white, with chocolate brown for the name.



Cook Chocolate Wheels are now packed in a new display carton, with 10c boldly printed on the face. A coupon has been added to the back of the wrapper, good for personalized stationery, pencils, etc.



Goldenberg has a new item out, a six ounce package of bite-size pieces of their famous bar, Peanut Chews. The package is overwrapped with multi-colored cello, showing the bar, and a dish of the pieces.



CLARK Says:
"Our Hayssen automatic Net Weight Scale is the *Only* unit we've found that completely fills our needs... after years of struggling with others."



• So many manufacturers have found this true, and switched to Hayssen.

There's more accuracy, efficiency, smooth product flow and economy on Hayssen automatic Net Weight Scales, with exclusive *Triple Vibrator* feed. Hayssen scales allow tolerances to 1/64 of an ounce and are available in 2, 3, 4, 5, or 6 scale units.

Let our experienced packaging engineers help you with your packaging problems. Contact us today!

HAYSSSEN

MANUFACTURING COMPANY • Dept. MC-2 • SHEBOYGAN, WIS.

first in Automatic Packaging Since 1910

Albany • Atlanta • Boston • Chicago • Dallas • Denver • Detroit • Houston • Jackson, Miss.
Los Angeles • Minneapolis • New York • Philadelphia • St. Louis • San Francisco • Montreal & Toronto

Campbell WRAPPERS package the best
candies on the Sugar Plum Tree!



...because **Campbell** wraps them faster,
cheaper and assures
flavor freshness!



New York office:
55 West 42nd St.

DIVISION OF
FOOD MACHINERY AND
CHEMICAL CORPORATION

Campbell
WRAPPER

MULTI-SHEET WRAPPING AND PRINTING

Manufacturers of Aiming and Groove Presses, Folders, Interfolders, Laminators, Waxers, Embossers, Slitters, Sheeters, Roll Winders, Pack Assembly Machines, Creasers and Trade Converting Units.

**new
packages**



Novelty Candy Company is marketing Pops shaped to Disney Characters. Pops are individually wrapped in printed cello, keyed to the shape of the Pop. Poly bags of 25 and 40 pops are packed into octagonal corrugated bins for display purposes.



Fresh Pak Candy Company is packing hard candy in these old fashioned glass jars with glass stopper. A cellulose band provides moisture protection and makes the jar tamper-proof. Not only is the jar a very attractive package, but it has definite value to the consumer for its re-use value.

a new
idea

at

P-O-P

(point-of-purchase)

Here's a brand-new idea at point of purchase.

Famous Sealright ice cream containers — that have been building better ice cream sales and better profits for ice cream men — are doing the same kind of a job for merchandising-minded executives.

On supermarket shelves, the familiar taper and different packaging look says — this is a better candy, this is better quality.



Sealright

Oswego Falls Corp.— Sealright Co., Inc.

Fulton, N. Y. Kansas City, Kan.

Sealright Pacific Ltd., Los Angeles, California

Canadian Sealright Co., Ltd., Peterborough, Ont., Canada

SEALRIGHT CO., INC., FULTON, N. Y.

Please let me see samples of Sealright packages
for my candy business.

Name Title

Company

Address

City Zone State



VISQUEENTM

film
specified for prize candy package

When a prize-winning designer sets out to make a polyethylene package his first thought is VISQUEEN film. Boyertown Packaging Service Corporation used VISQUEEN for C. H. Simon Candy Company's Pennsylvania Dutch sweets. Said the judges at the first national flexible package contest: "Delightful Pennsylvania Dutch design is appealing and suggests candy origin. The heat-sealed 3 mil polyethylene gives adequate protection for difficult product formerly in glass. Breakage has been eliminated and new outlets opened. Sales have increased consistently."



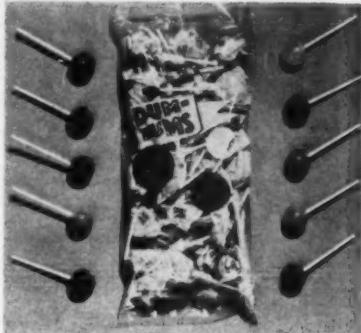
VisQueen[®] film is all polyethylene, but not all polyethylene is VISQUEEN. Only VISQUEEN has the benefit of research and resources of the VISKING Company.

Need help on a packaging problem? Write us.

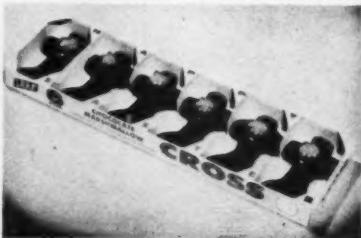
VISKING COMPANY

Division of Union Carbide and Carbon Corporation
World's largest producer of polyethylene sheeting and tubing
P. ARTICS DIVISION P.O. BOX MC2 TERRE HAUTE, INDIANA

new packages



Spangler Candy Company has a new printed poly bag for their Dum Dum pops. Pops in the $\frac{1}{4}$ pound bag are in ten assorted colors and flavors.



Leaf Brands is putting out a brand new number, chocolate covered marshmallow crosses, packed six to a tray, with red buttercream rosetts on each one.



Valentine gift wraps for both the six-pack and 24 count box of Clark bars have been designed and are being distributed nationally. Both are sleeves that fit over standard packages.

CANDY PACKAGING

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THE MANUFACTURING
CONFECTIONER
PUBLISHING CO.

418 NO. AUSTIN BLVD.
OAK PARK, ILLINOIS

Publishers of

THE MANUFACTURING
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THE CANDY BUYER'S
DIRECTORY

THE PURCHASING EXECUTIVES
BLUE BOOK

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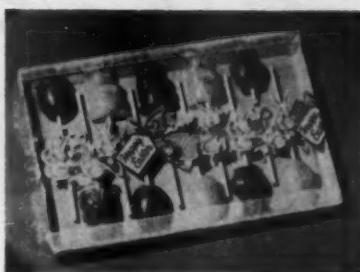
CODE DATE your
CANDY BAR WRAPPERS
on your wrapping machine!

PRINT your CARTONS
and SHIPPING CASES
RIGHT ON
your CONVEYOR LINE

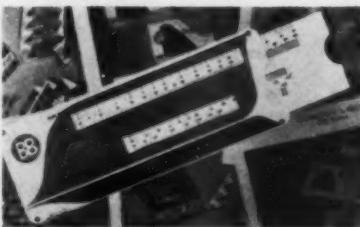
Write for information

KIWI® CODERS CORP.
3804-06 N. Clark St., Chicago 13, Ill.

new packages



Blaney Candies is marketing pops shaped into chickens, rabbits, and eggs for the Easter season. Twelve pops, not individually wrapped, are packed into a cardboard tray overwrapped with printed cello. The pops are assorted colors and flavors.



Blumenthal Brothers are putting out a special Deal Calculator to enable buyers to quickly calculate the value of special deals they are offered. It is designed for those types of deals where more boxes are shipped than are billed. Given the number of boxes shipped, the number billed and the price of each box billed, it is easy to find the actual cost per box.



WHEN THE SUN IS REALLY BRIGHT



PEOPLE GO BY HERE ...



AND BUY HERE *





all the CANDY you make
all the CANDY you ship
all the CANDY you sell
deserves the protection of
WAXED PAPER



Protects quality all through production delivery and sale!

Candy Is Better, Profits are Bigger ...with Waxed Paper



Satisfies need for perfect low cost product protection from maker to buyer! Here's how Waxed Paper provides modern candy packaging that really sells!

- **Production protection**—Holds the line for brand quality during every production step. Perfect for pan liners, dipped candies dry quickly, safely on Waxed Paper. Candy won't stick, never takes on flavors or odors when wrapped in Waxed Paper!
- **Shipping protection**—Stands guard over freshness and flavor through delicate delivery operation, assures arrival in just-made condition. Candy makers use protective Waxed Paper as top inner liners, layer separators, case liners for bulk shipments.
- **Packaging protection**—Hard-working, hard-selling saleswrap with a thousand uses! Serves as sparkling, colorful outer wraps for bubble gum, kisses, lollipops, caramels, other children's favorites. Ideal inner wrap for candy bars, fruit drops, gum. Inner liners for your stock boxes, too. Round out your needs with Waxed Glassine Paper candy cups and inner wraps for your most expensive products.
- **Display appeal**—Smart packaging! Whatever your wrapper design, colors or message—every detail shows bright and clear on Waxed Paper! Every item is a billboard in the store and in the home, sparking impulse sales and pulling repeat buyers with its strong appetite-appeal, proved selling features. Rugged self-sealing wrapper handles easily on the machine, passes every production, shipping, in-store and consumer handling test!
- **Low cost**—Lower initial wrapping expense plus dependable supply combines with other Waxed Paper advantages, adds up to higher net profits!



Waxed Paper teams up with the experience, facilities and service of the nation's top converters, delivers modern design packaging and product protection that pays off in bigger candy business for you! And the job doesn't stop here!

Suggested traffic-stopping designs, sales ideas, actual samples, complete cut sheets—they're all yours for the asking! So for expert packaging help, see your Waxed Paper salesman today. Or write or telephone us direct.

REMEMBER . . . Waxed Paper is more than a wrapper.
It billboards your brand, merchandises itself, sells itself.
Waxed Paper is an advertisement with genuine appetite appeal. In fact, it's an appetizer!



WAXED PAPER MERCHANTISING COUNCIL, INC., 38 South Dearborn Street, Chicago 3, Illinois, STate 2-8113

The MANUFACTURING CONFECTIONER'S

Candy Clinic

The Candy Clinic is conducted by one of the most experienced superintendents in the candy industry. Some samples represent a bona-fide purchase in the retail market. Other samples have been submitted by manufacturers desiring this impartial criticism of their candies, thus availng themselves of this valuable service to our subscribers. Any one of these samples may be yours. This series of frank criticisms on well-known branded candies, together with the practical "prescriptions" of our clinical expert, are exclusive features of The MANUFACTURING CONFECTIONER.

Chewy Candies; Caramels; Brittles

Code 1A7

Peanut Brittle

1 lb.—35¢

(Purchased in a department store, Chicago, Ill.)

Appearance of Package: Fair.

Container: Cellulose bag, white paper slip inside printed in red.

Brittle:

Color: Good.

Texture: Good.

Peanuts: Not roasted enough.

Taste: See remarks.

Remarks: Brittle tasted as if it was very old. There was a very strong odor when bag was opened. This odor could be caused by the peanuts not being roasted enough.

Code 1B7

Hard Candy Basket

6 ozs.—35¢

(Purchased in a department store, Chicago, Ill.)

Appearance of Package: Good.

Container: Square folding box with window on top and front side. Printed in red, green and white. Imprint of Santa Claus in colors.

Candies:

Colors: Good.

Gloss: Fair.

Texture: Good.

Stripes: Good.

Flavors: Fair.

Remarks: The basket was broken into a number of pieces, causing considerable dust. Suggest a better method of packing. Highly priced at 35¢ for 6 ozs.

Code 1C7

Butter Scotch

8 ozs.—39¢

(Purchased in a chain food store, Chicago, Ill.)

Appearance of Package: Good.

Box: Folding box, oblong one layer type. Cellulose window on top. Printed in

yellow, white and brown. Cellulose wrapper. Butter Scotch pieces are wrapped in printed cellulose.

Butterscotch:

Colors: Good.

Texture: Good.

Taste: See remarks.

Remarks: Suggest formula be checked, also butter and vegetable oil as butterscotch had a very strong rancid taste.

Code 1D7

Nut Nougat Bar

1 1/4 ozs.—5¢

(Purchased in a drug store, Chicago, Ill.)

Appearance of Bar: Good.

Size: Good.

Wrapper: White board boat. Glassine wrapper printed in yellow and red.

Bar:

Color: Good.

Texture: Good.

Taste: Good.

Remarks: The best nougat bar of this kind we have examined in some time.

Code 1E7

Hard Candy Pinwheel Sucker

1 1/4 ozs.—5¢

(Purchased in a department store, Chicago, Ill.)

Appearance of Sucker: Good.

Container: Cellulose bag printed in green.

Sucker:

Colors: Good.

Stripes: Good.

Texture: Good.

Gloss: Good.

Flavor: Could not identify flavor.

Remarks: Suggest a good peppermint, lemon, orange or cherry flavor. These flavors are popular for suckers and pops.

Candy Clinic Schedule For the Year

JANUARY—Holiday Packages; Hard Candies

FEBRUARY—Chewy Candies; Caramels; Brittles

MARCH—Assorted Chocolates up to \$1.00

APRIL—\$1.00 and up Chocolates; Solid Chocolate Bars

MAY—Easter Candies and Packages; Moulded Goods

JUNE—Marshmallows; Fudge

JULY—Gums; Jellies; Undipped Bars

AUGUST—Summer Candies and Packages

SEPTEMBER—Bar Goods; 5¢ Numbers

OCTOBER—Salted Nuts; 10¢-15¢-25¢ Packages

NOVEMBER—Cordial Cherries; Panned Goods; 1¢ Pieces

DECEMBER—Best Packages and Items of Each Type Considered
During Year; Special Packages; New Packages

**SUGAR
SHRUBS
AND MR. HARRIS**

It has come to us that experimental studies tend to indicate that sugar may prove to be a useful and dramatic plant stimulant. E. W. Harris of New York City has exhibited superior roses, dogwood, nasturtiums and forsythia which he treated with a mash of invert sugar mixed with peat moss.

If there is something in the chemistry of sugar that can help the great fertilizer industry we will know all about it. Indeed, keeping abreast of every new development in the sugar business is part of the reason why we so ably serve the sugar industry. May we help you?

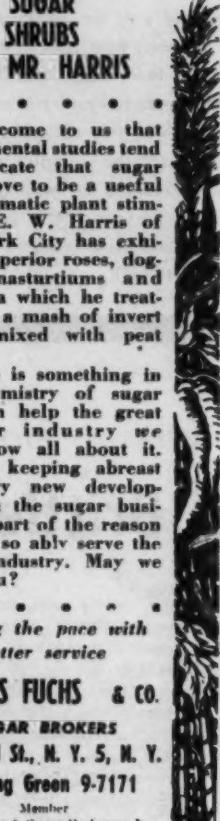
Setting the pace with better service

CHARLES FUCHS & CO.

SUGAR BROKERS

120 Wall St., N. Y. 5, N. Y.
Bowling Green 9-7171

Member
N. Y. Coffee & Sugar Exchange, Inc.



**Code 11R6
Candy Filled Novelty**

1/4 oz.—10¢

(Purchased in a chain novelty store,
Oak Park, Ill.)

Appearance of Novelty: Good

Container: Glass in the shape of an old fashioned lamp. Red metal top with wire handle. Top of cover white printed in blue.

Candy: Panned creams

Centers:

Colors: Good

Flavors: Fair

Finish: Good

Panning: Good

Remarks: Very attractive novelty at the price of 10¢. Should be a good seller.

**Code 11S6
Peppermint Hard Candy**

10 ozs.—29¢

(Purchased in a department store,
Chicago, Ill.)

Appearance of Package: Good

Container: Cellulose bag, paper clip on top printed in green and white.

Piece: Piece is similar to a Starlight (Hard Candy) Kiss. Cellulose wrapper. Piece is pulled with a green stripe.

Color: Good

Gloss: Fair

Texture: Good

Flavor: Fair

Remarks: A well made hard candy piece but lacked a good mint flavor.

Code 11L6

Peppermint Hard Candy

1/2 lb.—25¢

(Purchased in a chain novelty store,
Oak Park, Ill.)

Appearance of Package: Good

Container: Cellulose bag printed in green and white.

Piece: Piece is a round, thin wafer, cellulose wrapper.

Color: Good

Gloss: Good

Texture: Good

Flavor: Good

Remarks: A well made hard candy piece. Cheaply priced at 25¢ the half pound.

Code 11M6

Caramels

11 ozs.—23¢

(Purchased in a department store,
River Forest, Ill.)

Appearance of Package: Fair

Container: Cellulose bag, paper clip on top, white printed in blue, black and orange.

Piece: Piece is not a caramel but more like a salt water taffy. Piece is about 1 1/4" square wrapped in printed wax paper. Colors: white, pink and black stripe.

Colors: Good

Texture: Good

Flavor: Anise: Good.

Remarks: Calling this confection a caramel is misleading. It is a good chewy piece, cheaply priced at 11 ozs. for 23¢. Suggest bag be printed to improve appearance.

Here's the perfect stock box for every candy kitchen, large or small. Unlike wood, TOTELINE'S fiberglass stock box is smooth, non-porous, seamless. It won't splinter . . . retains no odor . . . and cleans so easily! Just dip it in hot water, and immediately it's ready for re-use.

LOW PRICED! The TOTELINE stock box costs surprisingly little, and — because it's practically indestructible — lasts indefinitely without maintenance.

With lid on, the TOTELINE stock box is dustproof, easy to stack. Without lid, box nests compactly.

**new DUST PROOF
STOCK BOX**
of molded fiberglass



by

TOTELINE

Write for BULLETIN 477

Made by **MOLDED FIBER GLASS TRAY CO., LINESVILLE, PA.**

World's largest producers of reinforced plastic trays and tote boxes

IN CANADA: NEWAGE (CANADA) LTD. TORONTO 14, ONTARIO

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ATTENTION CANDY MAKERS!

Hansella Machinery Corporation
is the American factory branch of Hansella Works, internationally known manufacturers of candy-making equipment. The new branch can provide complete sales and technical service of all Hansella equipment and maintains a complete stock of factory-original parts.

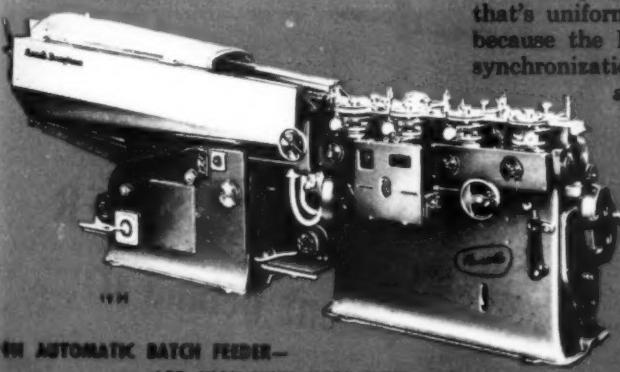
Hansella®

sizes 265 feet of rope per minute —automatically!

"Automatically" means just that — these Hansella installations *eliminate* hand feeding and hand sizing by doing all the work mechanically. In fact, they do so much of the work automatically, one person can handle as many as three machines, simply by pushing buttons!

The Hansella units shown here are new-design versions of earlier models, and they combine the best characteristics of those world-famous machines with many new features.

For example, a Hansella unit always produces rope that's uniform in size and constant in cross-section, because the Feeder and Sizer are locked in perfect synchronization, giving the operator full control at all production speeds.



19H AUTOMATIC BATCH FEEDER—

65D HIGH-SPEED ROPE SIZER

Fully-automatic, continuous pulling-out of filled and solid candies, striped or single color, in all types of high boiled sugar batches... distortion-free striped candy... fast wash-up and changeover.

Floor space.....19H—approx. 6'6" by 2' by 6' high
65D—" 3'5" by 2'6" by 3' high

Speed of rope..16 To 265 Feet Per Minute

Final rope size.. $\frac{1}{8}$ " minimum; $1\frac{1}{2}$ " maximum

Write for
Illustrated literature
containing additional
information.

65D

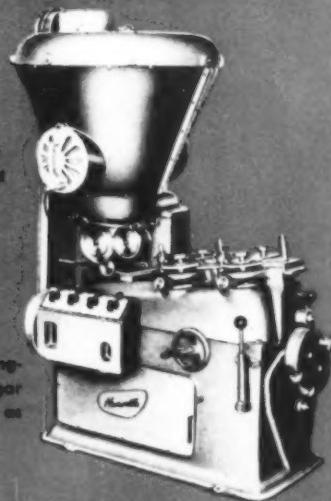
73E FEEDER AND ROPE SIZER

For fully-automatic and continuous pulling-out of all one-color, high boiled sugar batches, and all low boiled masses such as taffy, caramel, and toffee.

Floor space.....4'6" by 3'6"

Speed of rope..16 to 175 feet per minute

Final rope size.. $\frac{1}{8}$ " minimum; $1\frac{1}{2}$ " maximum



73E

Hansella®

HANSELLA MACHINERY CORPORATION

GRAND AND RUBY AVENUES, PALISADES PARK, NEW JERSEY
WHITNEY 3-4700

CABLES: COHANSELLA

Code 11K6
Assorted Salted Nuts
6 ozs.—75¢
(Packed for a department store,
Chicago, Ill.)
(Purchased in a department store,
Chicago, Ill.)
Appearance of Package: Good
Container: Round key tin, paper band printed in white, pink and blue.
Appearance of Nuts on Opening: Good
Nuts: Cashews, filberts, almonds, brazils, and pecans. No peanuts.
Roast: Good
Pieces: None
Texture: Good
Salting: See remarks.
Taste: Fair
Assortment: Good
Remarks: Suggest salting be checked. Not enough salt was used on the nuts. Roasted nuts taste flat unless a sufficient amount of salt is used.

Code 1K7
Caramel Chews
1 lb.—49¢
(Purchased in a grocery store,
Chicago, Ill.)
Sold in Bulk:
Wrapper: Each piece wrapped in a printed wax paper. Colors brown, white and orange.
Chews:
Color: Good.
Texture: Good.
Taste: Good.

Remarks: For this type of confection, we think this is the best on the market today.

Code 1G7
Peanut Brittle
1 lb.—60¢
(Purchased in a department store,
Chicago, Ill.)

Sold in Bulk:
Container: Paper bag printed in red and white stripes. Name in red.

Brittle:
Color: Too dark.
Texture: Too hard.
Peanuts: Good.
Taste: Good.

Remarks: Suggest using a small amount of soda to improve texture.

Code 1H7
Peanut Crunch
1 lb.—89¢
(Purchased in a chain food store,
Chicago, Ill.)

Appearance of Package: Good.
Container: Round tin, printed in dark and light brown. Imprint of small trees in light brown.

Brittle:
Color: Good.
Texture: Good.
Peanuts: Good.
Taste: Good.

Remarks: The best peanut crunch we have examined in some time.

Code 1F7
Candy Cane
1 oz.—5¢
(Purchased in a drug store,
Elmhurst, Ill.)

Wrapper: Printed cellulose tube.
Appearance of Cane: Good.

Size: Good.
Shape: Good.
Stripes: Good.
Texture: Good.
Flavor: Peppermint: good.
Remarks: The best 5¢ cane we have examined this year.

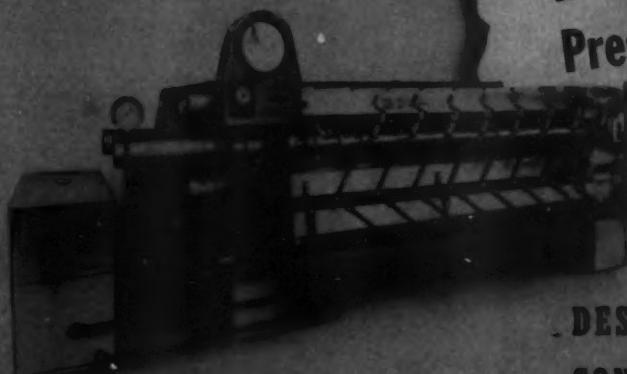
Code 1P7
Peanut Brittle
1 lb.—85¢
(Purchased in a food shop,
Chicago, Ill.)

Appearance of Package: Good.
Box: Large oblong box, two layer type: Top printed in orange and black. Overall design of stars and darts. White paper tag printed in gold and red. Imprint of carriage and lady in colors.

Brittle:
Color: Good.
Texture: Good.
Peanuts: Good.
Taste: Good.

Remarks: One of the best peanut brittles we have examined this year. Box is too large for one pound of peanut brittle which caused peanut brittle to be broken up in very small pieces with considerable dust.

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THROUGHOUT
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meet every requirement. We solicit your inquiries.**

**FRED S. CARVER INC.
HYDRAULIC EQUIPMENT**

RIVER & CHATHAM RDS., SUMMIT, N. J.

Code 1J7
Peanut Bar
2 ozs.—10¢
(Purchased in a drug store,
Chicago, Ill.)

Appearance of Bar: Good.

Size: Good.

Wrapper: Outside paper wrapper printed in yellow, red and blue. Imprint of brittle in colors. Inside wax paper wrapper.

Bar:

Color: Good.

Texture: Good.

Peanuts: Good.

Taste: Good.

Remarks: We have examined this bar many times and always find it up to standard. The best 10c bar of this type we have examined in some time.

Code 1L7
Butter Toffee Toasted Nuts
1 lb.—59¢
(Purchased in a department store,
Chicago, Ill.)

Appearance of Package: Good.

Box: Oblong folding box, one layer type. Foil wrapper printed in gold, maroon and blue. Imprint of a dish of sugared peanuts in colors.

Nuts:

Color: Good.

Coating: Good.

Texture: Good.

Taste: Good.

Peanuts: Good.

Remarks: The best sugared peanuts we have examined in some time. Cheaply priced at 59c the pound.

Code 1M7
Coffee Chews
6 $\frac{1}{4}$ ozs.—45¢
(Purchased in a chain food shop,
Chicago, Ill.)

Appearance of Package: Good.

Container: Round tin, friction top. Paper band printed in yellow, brown, cream and red. Imprint of a cup of coffee in colors. Chews are wrapped in foil, outside wrapper of printed cellulose.

Chews: Similar to a toffee.

Color: Good.

Texture: Good.

Flavor: Good.

Remarks: A well made chew and a good coffee flavor. One of the best we have examined in some time.

Code 1N7
Assorted Caramels
1 lb.—89¢
(Purchased in a Hillman store,
Chicago, Ill.)

Sold in Bulk:

Caramels: Cellulose wrappers.

Colors: Good.

Texture: Good.

Taste: Good.

Assortment: Vanilla nut, Chocolate nut, Vanilla nougat and chocolate nougat in layers.

Remarks: A good eating caramel, one of the best we have examined.

for Better Marshmallows

the SAVAGE BEATER

.... IS YOUR ANSWER. The Savage latest improved sanitary marshmallow beater is constructed with stainless steel tank, shaft, paddles and breaker bars—100% sanitary. This beater is considered

standard by manufacturers. Built for strength and durability, it assures perfect manipulation of each batch. Hundreds of users in the United States and foreign countries prefer the Savage Beater for its economy in operation and performance in production, because it saves time, space, and operating cost. Four 200 pound Savage Beaters will supply a mogul for continuous operation.



THE FIRST COST IS THE LAST COST

- Unexcelled for volume and lightness
- Stainless construction—100% sanitary
- No corners for contamination
- Outside stuffing boxes—no leakage possible
- Maximum beating for volume
- Faster heat discharge from batch
- Creates volume suction of cold air
- Larger water jacket for quick cooling
- 6" outlet valve for quick emptying
- Less power needed with roller bearings
- Large two piece air vent—sanitary
- Direct motor drive
- Sizes available: 150 lb. or 80 gal. capacity
200 lb. or 110 gal. capacity

SAVAGE oval type marshmallow beater also manufactured with stainless water jacketed, galvanized cast iron heads, paddles and breaker bars.

Since 1855

SAVAGE BROS. CO.

2638 Gladys Ave.

Chicago 12, Ill.



Code 1A7

Assorted Milk Chocolate Creams 1 lb.—\$1.25

(No information on purchase.)

Appearance of Package: Good

Box: Oblong shape, two layer type, extension edges. Top white glazed paper printed in blue, red, green and brown. Imprint of spray of roses and chocolates in colors. Cellulose wrapper.

Appearance of Box on Opening: Good

Number of Pieces: 37

Light Coated: 26

Dark Coated: 18

Pastel Coated: 2

Coating:

Color: Good

Gloss: Good

Strings: Poor

Taste: Fair

Centers:

Mint Jelly & Cream: Good

Raspberry Cream: Good

Gum & Cream: Very tough gum

Cream & Caramel: Good

Raisin Cream: Good

Pineapple Cream: Good

Coconut Cream: Good

Orange Cream: Not a good orange flavor

Chocolate Nut Fudge: Fair

Maple Cream: Fair

Dark Cream: Could not identify flavor

Wintergreen Cream: Good

Peppermint Cream: Cream good, flavor fair

Pastel Pieces:

Peppermint Cream: Cream good, flavor fair

Wintergreen Cream: Fair

Assortment: Fair

Remarks: Coatings and centers are not up to the standard of other \$1.25 a pound creams we have examined. Suggest some nuts be used, also fruits in the centers. Flavors are not up to standard.

Code 1B7

Assorted Chocolates

1 lb.—\$2.00

(Sent in for analysis No. 4791)

Appearance of Package: Good

Number of Pieces:

Box: Oblong shape, two layer type, extension edge. Printed in yellow, embossed center black on gold and red. Name embossed in green. Cellulose wrapper. Good

Appearance of Package on Opening: Fancy Molds-Light Coating: 2

Jordan Almonds: 3

Gold Foil Pieces: 10

Coatings:

Color: Good

Gloss: Fair

Strings: Fair

Taste: Fair

Dark Coated Centers:

Lemon Cream: Poor flavor

Coconut Paste: Good

Vanilla Creams: Fair

Cream: Could not identify flavor

Maple Cream: Fair

Buttercream: Good

Sugar Mint: Fair

Hard Candy Blossom Chip: Poor

Lemon Cream & Caramel: Poor flavor in cream

Light Coated Centers:

Cashews: Good

Crunch: Good

Almonds: Good

Brazils: Good

Nougat: Poor

Filberts: Good

Solid Light Coating: Good

Jordan Almonds: Good

Foiled Pieces:

Cordial Cherries: Lacked flavor

Cordial Pineapple: Lacked flavor

Solid Light Coating: Good

Assortment: Too small

Remarks: Attractive box, very well packed. Coatings are not up to the standard of other \$2.00 chocolates that we have examined. Dipping, strings and flavors were poor. The cream centers were very poorly made. Some were dry and others were hard. Suggest the following: 1. improve the quality of the dipping, coatings and strings; 2. use better quality in the cream centers and flavors, and 3. have a larger assortment.

Code 1L7 Assorted Chocolates

½ lb.—70¢

(Purchased in a department store,
San Francisco, Calif.)

Appearance of Package: Good

Box: One layer type, white glazed paper top printed in yellow and brown. Cellulose wrapper.

Appearance of Box on Opening: Good

Number of Pieces:

Light Coated: 11

Dark Coated: 4

Coatings:

Colors: Good

Gloss: Good

Strings: Good

Taste: Good

Light Coated Centers:

Maple Nut Cream: Good

Chocolate Fudge: Good

Vanilla Coconut Paste: Good

Vanilla Cream: Good

Vanilla Nut Cream: Good

Coconut & Chocolate: Good

Nut Nougat: Good

Almond: Rancid

Vanilla Caramel: Good

Dark Coated Centers:

Nut Cream: Good

Chocolate Fudge: Good

Molasses Chew: Good

Vanilla Caramel: Good

Assortment: Too small for this priced chocolates

Remarks: Very highly priced for large pieces and type of centers. We have examined chocolates at this price and below that are far superior in centers, size of pieces and coatings.

Code 1K7

Chocolate Coated Chocolate Mint Paste Squares ½ lb.—98¢

(Purchased in a department store,
San Francisco, Calif.)

Appearance of Package: Good

Box: One layer type, oblong shape. Embossed buff colored paper top, name embossed in gold. Imprint of gold seal. Cellulose wrapper.

Appearance of Box on Opening: Good

Number of Pieces:

In Red Paper Cups: 30

Coating, Light:

Color: Good

Gloss: Good

Strings: Fair

Taste: Good

Center:

Color: Good

Texture: Good

Taste: Good

Remarks: Very highly priced at 98¢ for ½ pound.

Code 1M7

Assorted Chocolates

1 lb.—75¢

(Purchased in a retail candy store,
Los Angeles, Calif.)

Appearance of Package: Good

Box: Square shape, one layer type. White glazed paper top printed in orange and dark brown. White paper wrapped tied with yellow grass ribbon, two gold seals.

Appearance of Box on Opening: Poor

Number of Pieces:

Dark Coated: 19

Half Dipped Green Gum: 1

Coating, Dark:

Color: Good

Gloss: None; badly bloomed

Strings: Fair

Taste: Fair

Centers:

Chocolate Fudge: Fair

Buttercream: Rancid

Nut Cream: Fair

Vanilla Caramel: Good

Almonds: Not roasted enough

Chocolate Cream: Good

Taffy: Tough and lacked flavor

Nut Cream: Dry and hard

Chips: Good

Vanilla Coconut Paste: Good

Chocolate Paste: Fair

Half Dipped Gum & Marshmallow:
Cheap mint flavor

Assortment: Good

Remarks: Centers and coating are not up to the standard of other chocolates examined by us at this price. Coating needs checking up as it was badly bloomed.

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the manufacturing retailer

Retail Specials

Some of the finest of the old popular retail specials are very seldom seen today by the public. These formulas made reputation years ago, both for individual companies and for entire cities and regions.

In New York the French chocolates reigned supreme on retail counters fifty years ago. In Washington the home mades took the city by storm.

But Boston was the home of the finest, and we will always remember the sublime chocolates of that time. Peaches and cream, pineapple, and frozen pudding, mellow cream centers reached the highest plateau with these and similar pieces.

Somewhere in Baltimore there should be a monument to the Darby whipped cream chocolates, an immensely successful item in those days. We must bow to Philadelphia for the finest of mints, and the braided mint bar.

No chronicle of famous candies could leave out the unique contribution of New Orleans, the incomparable pecan candies, pralines and penochie.

Some of the formulas for these pieces follow, with the hope that more of these, the finest foods ever made, will be come better known to the American public. Yet hear this warning; though the formulas may appear simple and without a great deal of complication, it is the *Workmanship* that made the difference in those days. Many pale imitations of these candies are made today, but with really good workmanship, the old time quality and charm can be recaptured, and will give the candy maker who does, a wonderful reputation within his area.

BY JAMES E. MAYHEW

top performance

HOOTON CHOCOLATE COATINGS

true
measure of goodness

HOOTON CHOCOLATE CO.

Fine Chocolate Since 1897

NEWARK 7

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SOME OF OUR SPECIALTIES

IMITATION PINEAPPLE FLAVOR 4253

One of our outstanding specialties, imparting the character of the true fruit, a real fresh pineapple flavor.

IMITATION COCONUT FLAVOR 4127

Accurately reproduces real coconut flavor. For all types of candy; a necessary ingredient wherever coconut is used; particularly valuable for reinforcing the flavor of shredded coconut.

IMITATION JAMAICA BANANA FLAVOR

This preparation gives the flavor and aroma of the ripe red Banana to a remarkable degree.

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CHICAGO 6, ILL.

French Chocolate Centers

1 Gallon fresh sweet cream - 40 per cent butter fat - bring to a boil, cool to 120°, then add 25 lbs. vanilla sweet chocolate slowly, when thoroughly mixed pour on cooling slab, spread and cool, then place it in stone jar in cool place. It is then ready to roll into center for dipping in chocolate.

Boston Fruit Cream Centers

5 lbs. evaporated peaches

5 lbs. water

5 lbs. glycerine

Soak until they are good and tender then strain off the liquid and run through a meat grinder to make a fruit paste pulp.

Make a fondant cream

80 lbs. granulated sugar

20 lbs. corn syrup

20 lbs. water

Cook from 238 to 242 degrees then place in ball cream beater. When fondant is finished place in double boiler or steam kettle and add

5 lbs. Frappe

3 to 10 lbs. of peach pulp depending how high the fondant was cooked then add

½ to 1 ounce good peach flavor to every 100 pounds of fondant.

¼ ounce citric acid mix thoroughly and heat to 130 degrees and cast in dry starch, remove from starch when a slight crust has formed and they are ready to dip in 33% chocolate coating and they will remain fresh for one year. The same formula can be used for many fruit flavored creams such as:

Evaporated apples - apple essence ½ oz. - citric acid ¼ oz.

Pineapple fingers - pineapple essence 1 oz. - citric acid 1 oz.

Glazed Cherries - cherry essence ½ oz. - citric acid ½ oz.

Dried Prunes - plum essence 1 oz. - citric acid ½ oz.

Sultana Raisins - muscatel essence 1 oz. - citric acid ½ oz.

New Orleans Praline

3 lbs. fine granulated sugar

1 lb. brown sugar

¼ lb. corn syrup

3 lbs. water

1 lb. Pecans - cook to 234 degrees, set in stand and grain quite even on side of kettle, then add

2 more pounds of pecans, and ladle out three or four inch patties on oiled paper, when set pack in tin pans.

Penochie Kisses

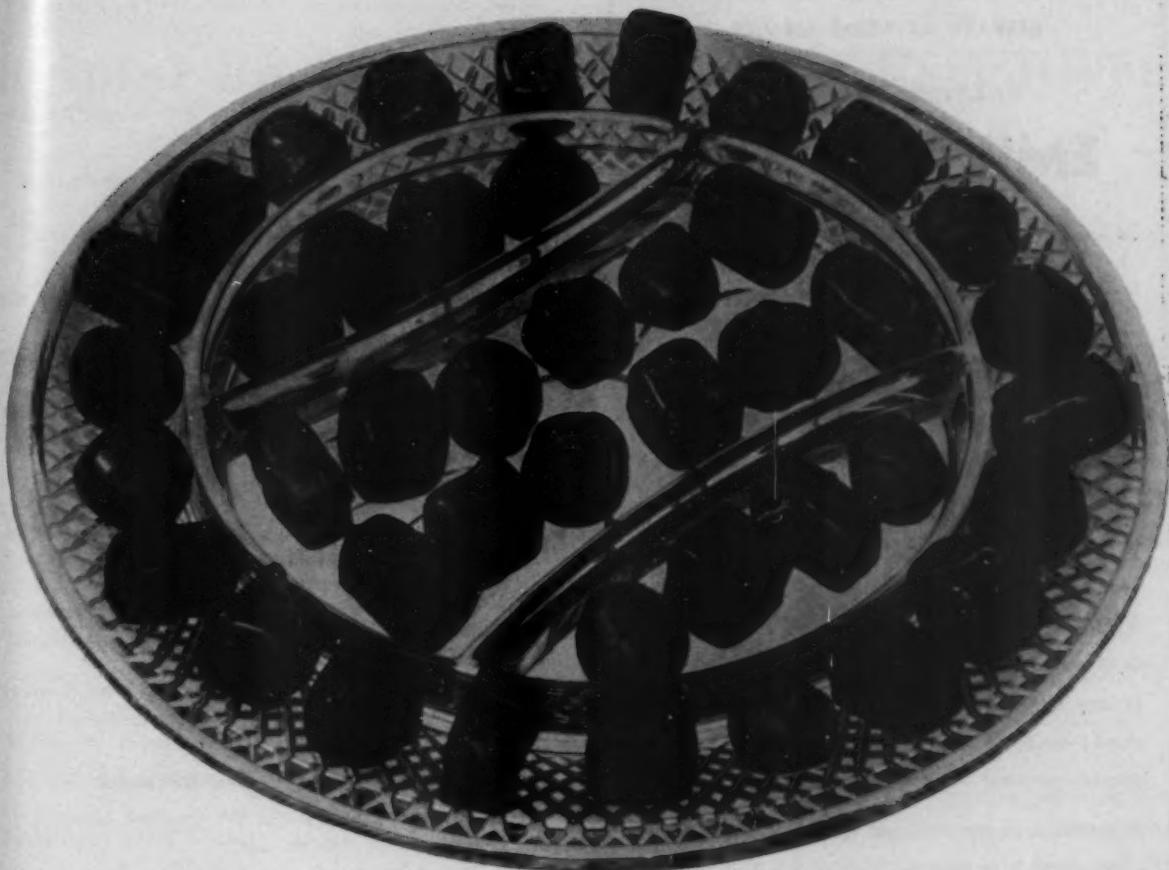
2 lbs. brown sugar No. 13

3 lbs. granulated sugar

1 lb. corn syrup

3 lbs. sweet cream 20% butter fat

Cook to 238 degrees, place on stand and add



For your fine candies

quality *Chocolate Coatings*

Choose from a complete selection of Milks, Vanillas, Bitter Sweets, or Fondant type "Chocolate Coatings."

You can be assured that all Ambrosia Coatings are made to the food of the gods quality standards of velvety smoothness, rich chocolate flavor, easy workability, and glossy finish. Ambrosia Chocolate Coatings are the quality complement to your fine candies.

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.... to our readers for sending us a photo and description of some unique display or merchandising feature of their shop. It may be a sign, counter, basket, rack, lights, window or counter display, or any other feature that attracts customers and shows candy to its best advantage. This includes special seasonal window displays.

It would probably be best to get a professional photographer to take the picture for best results. The description should be around 200 words, though it may be longer if necessary to give full details.

Send your photo and description to

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FANCY PECANS

They look better

... Fleischmann's buyers have the experience needed to buy up the "pick" of the pecan crops. ... you get true fancy quality in appearance, color, character and unison grading!

They stay fresher

... Fleischmann's policy of all-year-round shelling and frequent direct deliveries means the pecans are fresher when you get them!

When it comes to quality pecans—
Fleischmann is First

5 lbs. bon bon cream
1 teaspoon of salt
2 ounces of glycerine
5 lbs. pecans

Mix thoroughly and spoon out on oiled paper. When cool they are ready for sale.

White House Butter Creams and Chocolate Jets

88 lbs. Granulated Sugar
12 lbs. Nulomoline
20 lbs. Water

Cook to 243°F be sure no crystals form on side of kettle, then add,

5 lbs. of highest score butter and pour in cream beater that has been sprinkled with cold water. Let cool to 110 degrees before creaming add 4 ounces of pure vanilla and finish. This makes a fine hand rolled cream.

For Chocolate Jets add

7 lbs. of liquor chocolate at a 100 degree, add to the butter cream batch before starting to cream.

For fruit or nut centers you can add

10 lbs. of chopped fruit or nuts when the batch is in the process of creaming. This makes a delicious home made sweet when dipped in a good semi-sweet chocolate.

With dairy butter, this formula has a very short shelf life. For a longer life, add an approved antioxidant, according to the manufacturers directions.

Darby Whipped Cream Chocolates

First prepare the frappe for the fondant batch
1 lb. first quality gelatin and
8 lbs. water let stand over night then heat gelatin until it is all dissolved then place in steam stirring kettle — add
15 lbs. hot corn syrup
15 lbs. fine granulated sugar. Beat batch in a cold beater until it is a stiff marshmallow, add
1 once pure vanilla — again add
40 lbs. cream fondant
3 ounces pure vanilla
4 ounces glycerine
1 ounce acetic acid. Heat to 135 degrees and cast in dry starch, let stand 10 or 12 hours and they are then ready to be dipped in bitter sweet chocolate.

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Helpful Books for Candy Plant Executives

Choice Confections

by *Walter Richmond*

This new book contains 365 formulas for making two batch sizes, one for hand work and one for machine work. There are instructions for each batch, with suggestions as to the methods of coloring and flavoring for variety. A glossary is included, both of candy and chemical terms. All of the formulas are cross indexed, and a complete chapter is presented on chocolate.

How to Salvage Scrap Candy

by *Wesley H. Childs*

This booklet is a complete revision of the author's work "Modern Methods of Candy Scrap Recovery" published in 1943. A considerable amount of information has been collected since that time on methods and techniques of salvaging scrap candy. This booklet covers all types of candy, and gives many practical and economical ways of converting scrap candy into a useful form for re-use.

A Textbook on Candy Making

by *Alfred E. Leighton*

Here is a textbook where the reader can learn the basic fundamentals of candy making, the "how" and "why" of the various operations in non-technical terms. Particular attention is given to the function of raw materials, and why each is included in a formula.

The Candy Buyers' Directory The Directory of Candy Brokers

1956 Edition

The Candy Buyers' Directory is an alphabetical and classified directory of wholesale candy manufacturers giving information on what type of candy is made by each firm, and in some cases the type of packaging used. The Directory of Candy Brokers is a geographical listing of over 600 candy brokers giving the accounts that they handle, the territory covered and the number of salesmen. This directory should be on the desk of every salesmanager as a reference guide. The information contained in these directories is not available in any other published material.

- How to Salvage Scrap Candy
\$2.00

- Choice Confections
\$10.00

- A Textbook on Candy Making
\$6.00

- The Candy Buyers' Directory and
The Directory of Candy Brokers
\$4.50

Book Department
The Manufacturing Confectioner
Publishing Company
418 N. Austin Blvd.
Oak Park, Illinois

Date.....

Gentlemen:

Enclosed is my check for \$..... to cover the cost of the books I have checked at the left.

Name Title

Firm

Street

City Zone State

Dun and Bradstreet, Inc., has published a survey of the financial status of candy, nut and confectionery stores during and at the end of 1956. The figures are very gloomy, showing that these stores had an average net profit of .04% of sales, and that 45% of them operated at a loss during the year.

The survey is broken down by kind of location, by percent of net profit, by sales volume, by manufacturing activity, by age of store, and by extent of merchandise line. All groups are broken down by percent of costs.

A copy can be had from Dun & Bradstreet, Inc., 99 Church Street, New York 8, New York.

Roy Hagelin has been appointed Sales Manager of Ungerer & Company, Inc. Mr. Hagelin has been associated with the essential oil industry for over 25 years, most recently as a staff member of Sunkist Growers, Inc., in charge of citrus oil sales and technical sales.

Durkee Famous Foods has sold its table margarine and salad products operations to the Miami Margarine Company, including licensed use of brand names of Durkee's on these products as well as various other brand names owned by Durkee. Durkee will retain all of its refining facilities for production of food products such as bulk shortenings, specialty edible oil products and refined oils for sale to food processors, in line with its policy of concentrating on production of bulk and intermediate products.

Mr. E. J. McGarry, 74, passed away on January 17. "Mac", as he was affectionately known in the candy field for the past 57 years started in the industry at the age of 17, selling candy in theatres, and at the age of 19, owned his own theatre concession company. From there he went into the candy jobbing business then as a broker for Page and Shaw and Lovell and Covell. In 1923 he founded the Illinois Nut Products Company, the forerunner of McGarry Nut Products, Ltd.

In 1937 Mr. McGarry was chairman of the Candy Day Committee during the NCA Convention held in Chicago. He promoted "Candy Day" at Washington Park Race Track that year, and with the cooperation of the Track, each race was named for candy, winning jockeys were given prizes donated by candy firms. "Mac" was very proud of this promotion and often spoke of the unusual prizes. For his winning jockeys, Mrs. Snyder's shops gave a horseshoe of bon bons, a hard candy heart by Bunte Bros. and the cup by Walter O. Birk Candy Company.

Mr. McGarry was a writer for the Manufacturing Confectioner in the early days of merchandising and Sales, and was very active in industry affairs for many years.

Hobart J. Thurber Company, Chicago, Chicago raw material brokerage firm, has appointed Russell Neville as Sales Representative. He had been Sales Service Representative for Igleheart Division of General Foods Corporation for nine years.



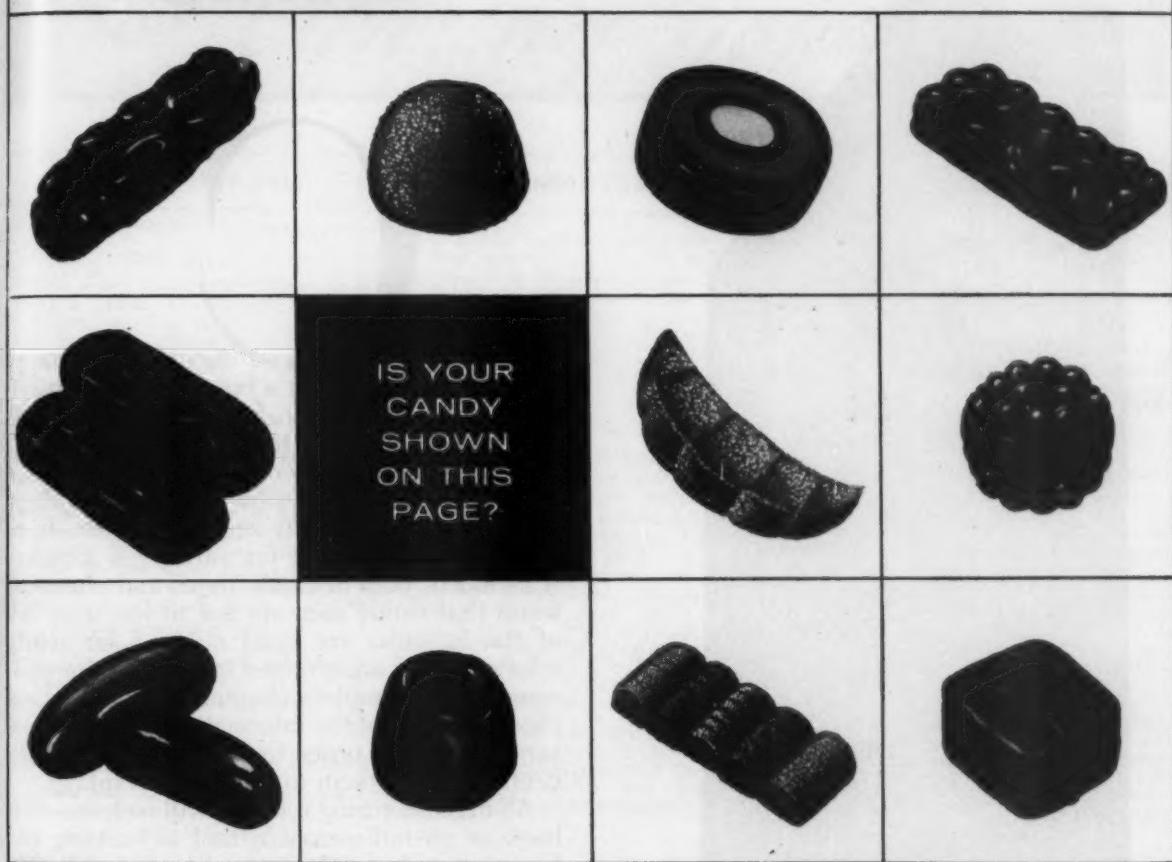
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BETTER PRODUCTS FOR BETTER CANDY



IS YOUR
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What's more, Sweetose can save you money, by offering these superior humectant properties while lowering your actual sweetening costs.

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stringiness . . . and holds a just-right moisture balance no matter what the climate.

Great as these advantages are, they are only part of the Sweetose story. Get all the facts about the "Cream of Corn Sweeteners." Call your Staley's Representative at the branch office nearest you or write today for complete information.



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CHOICE
CONFECTIONS
manufacturing
methods and
formulas

Walter Richmond

MANUFACTURING
CONFECTIONER
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HOICE CONFECTIONS

fills a long felt need for a book written primarily for the manufacturing retailer. The 365 formulas are given in two batch sizes, one for hand work, and one for machine work. There are separate instructions for working each sized batch, with suggestions as to the methods of coloring and flavoring for variety. A glossary is included, both of candy terms and chemical terms that candy men are apt to run into. All of the formulas are cross indexed for ready reference, and are grouped in chapters for convenience. A complete chapter is presented on chocolate, giving the information that is necessary to have in order to buy coatings intelligently and use them to the best advantage.

All manufacturing retailers will welcome this book as an indispensable tool in varying old formulas and developing new ones. All 365 formulas have been production tested and are proven sellers.

During the past forty years Mr. Richmond has worked in some of the largest and finest candy plants in this country, both wholesale and retail. His experience is available to every retail candy plant in the world for only \$10.00.

Order your copy now.

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Please send Mr. Richmond's new helpful book
Choice Confections: Methods and Formulas which
contains 365 candy formulas. I am enclosing \$10.00

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MACHINERY FOR SALE

FOR SALE

Model S #3 Savage Fire Mixers. 50 gal. Model F-6 Savage Tilting Mixers, stainless kettle. 200 lb. Savage Flat Top Marshmallow Beaters. Friend Bostonian Model and Merrow Cut-Rol Cream Center Machines. 50' two cylinder Werner Beater. 1000 lb. Werner Syrup Cooler. 200 lb. to 2000 lb. Chocolate Melters. Simplex Gas Vacuum Cooker. Simplex Steam Vacuum Cooker. 600 lb. Continuous Vacuum Cooker. Form 3 and Form 8 Hildreth and Factory Model American Pullers. 6' and 7' York Batch Rollers. National Model AB Steel Mogul. National Wool Starch Buck. 38" Copper Revolving Pans. Ball and Dayton Cream Beaters. 100 gal. Copper Mixing Kettle with Double Action Agitator. We guarantee completely rebuilt.

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2836 Gladys Ave. Chicago 12, Ill.

FOR SALE: BALL TYPE CREAM BEATER, with 5 HP 3-phase motor, inside 62" wide, 7" deep, capacity 300 lbs, perfect condition, \$495. 150 lb. Electric Heated, Racine Chocolate Melter, motor attached, perfect condition \$250. BARBARA FRITCHIE SHOPPES, Frederick, Md.

FOR SALE: 2W6 Hudson Sharp arranged for inner and outer wrap. Complete with glue attachment, heat sealer and tuck-under device, side feed, and electric eye. Box 1261 The MANUFACTURING CONFECTIONER.

FOR SALE: Rose 500, cylindrical piece 14" x 2"; CH-2 Package Machinery Wrapper; Hansella "late-type" Sizer; 600-lb. N.E. Continuous Cooker. Box 1262 The MANUFACTURING CONFECTIONER.

FOR SALE: TL-A Box Set-Up Package Machinery; Simplex Steam Vacuum Cooker; Lynch 5¢ patty Wrapper; 24" Greer Enrober with bottomer and Tunnel. Box 1263 The MANUFACTURING CONFECTIONER.

FOR SALE: 2-B 22 Package Machines for Hard Candy in good condition. 2-Model K Kiss Machines with automatic feed for wrapping balls 3/4" to 1" in diameter. GOLD MEDAL CANDY CORPORATION, 2849-67 West Eighth Street, Brooklyn 24, New York.

MACHINERY FOR SALE

FOR SALE: Racine Duplex Sucker Machine with two sets of rolls, Fuller 25 lb. size, 7 ft. York batch roller, forced draft furnace, copper kettles, water cooled slabs, chocolate melters, 8 in. coating Machine, 4 ft. Dayton cream beater. Low prices. National Confectioners Machinery Co., P. O. Box 235, Cincinnati 1, Ohio.

FOR SALE: ONE 32" National Enrober. 2-Peerless Plastic Machines with 1 die each. 6-York Batch Rollers. 2-Old type Hansella Batch Rollers. 2-1,000 lb. National Chocolate Kettles. 1-800 lb. Duplex Chocolate Kettle. 1-Hudson Sharp Wrapping Machine with electric eye. 1-2 Barrel Reade Dough Mixer. 2-10 HP Mears Kane Steam Boiler. GOLD MEDAL CANDY CORP., 2849-67 WEST EIGHTH STREET, BROOKLYN 24, N. Y.

FOR SALE: Simplex Gas Fire Cooker, Racine Super Duplex Sucker Machine, Wrap-Ade Pop Wrapper, 3x6 Thos. Mills Slabs, 100-lb. Puller. Box 1264 The MANUFACTURING CONFECTIONER.

FOR SALE: 2 Used Stokes Smith S. N. Envelope Sealing Machines in A-1 Condition. Priced Very Low. Write P. O. Box 191, Memphis, Tennessee.

HELP WANTED

WANTED: LOZENGE FOREMAN to make lozenges, motto hearts, etc. Must have good knowledge of lozenge machinery and be qualified to take complete charge. Good opportunity for the right man. Plant located in Eastern Pennsylvania. Box 275 The MANUFACTURING CONFECTIONER.

WANTED: LARGE NATIONAL CANDY MANUFACTURER Seeks an aggressive executive to manage Sales and to develop Line for Jobbers, Distributors and Super Markets. 5-10 Years Candy experience is preferred, but consideration will be given to man who has a thorough knowledge of distribution of merchandise through Brokers and Jobbers.

In reply state age, experience, present salary, and when available. All replies will be held in confidence. Reply Box 277, The MANUFACTURING CONFECTIONER.

MACHINERY WANTED

WANTED: 2W6 Camel Hudson-Sharp wrapping machine. Please state condition, quotation and where machine may be inspected. Box 862 The MANUFACTURING CONFECTIONER.

WANTED: Used Hudson Sharp wrapping machine for wrapping bars. State Age, size machine is set for and price. Box 1715 The MANUFACTURING CONFECTIONER.

POSITIONS WANTED

CANDY AND FOOD TECHNOLOGIST: with wide experience in the development, production, and technical control of a complete line of confectionery and chocolate products, as well as numerous other foods, desires a position of responsibility. Box 172 The MANUFACTURING CONFECTIONER.

PRODUCTION CONSULTANT: available for hard candy and mint roll specialties. Twenty-six years production and merchandising experience with Life Savers Corporation and F & F Laboratories. K. W. Larsen, 8343 Lake Shore Drive, Gary, Indiana.

BUSINESS OPPORTUNITIES

FOR SALE: Complete wholesale and retail candy business for sale. Price is reasonable. Only an hour and a half from Chicago in an excellent industrial city. Owner wishes to retire. Write Box 274 The MANUFACTURING CONFECTIONER. All replies confidential.

FOR SALE: In Northeastern Ohio. Established retail Candy Shop. Fine line. Will teach buyer our Special Candies. \$8000. Box 276 The MANUFACTURING CONFECTIONER.

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Scandia Cellophane 5¢ Package Bundler.

Mills Drop Machine with Cooling Conveyor and Drop Ball and Root Beer Barrel Rollers.

Berks Batch Mixers.

National Batch Mixer.

Hohberger Automatic Ball Machine, with Ball and Starlight Rollers.

Werner Fully Automatic Ball Machine, with Ball and Starlight Rollers.

Racine Latest Model EP Sucker Machine with Cooling Conveyor.

Racine Duplex Sucker Machine with Satinette and Sucker Rollers.

Brach Butter Cup Cutting Machine.

Hildreth Form 6 Double Arm Puller.

Hildreth Form 3, 100 lb. Pullers.

Hansella complete Plastic Lines with Liquid Center Pump, Automatic Batch Rollers, Sizers, Formers, Cooling Conveyors and full selection of Dies.

Frogrove Automatic Batch Roller with series of Sizing Rollers.

Justus Theegarten type S-2 Stainless Steel Vacuum Toffee Cooker with Agitator.

Hohberger 2000 lb. capacity per hour high production Vacuum Cookers with Stainless Steel Premelting Kettles.

Hohberger Continuous All-Pure high production Sugar Cooker.

Groen 150 gal. high pressure Stainless Steel motor driven Mixing Kettles.

Fitzpatrick Model D Commixter.

York Batch Rollers, 6 ft., 7 ft., 8 ft.

Cooling Tables, all sizes, 3' x 8', 4' x 10', 3' x 6'.

3 way Overhead Cooling Conveyors with motor and blower.

Rose 500 RAF Form, Cut and Twist Wrap Machines.

Rose F. W. T. 500 Cut and Fold Wrap Machines.

Rose Automatic Batch Roller.

Rose I. S. T. high speed Twist Wrappers.

Package Machinery Co. Models LP and LP3 Sucker Wrappers.

Frogrove Model 22B high speed Twist Wrappers.

Package Machinery Co. Model 22B high speed Twist Wrappers.

SIG high speed Wrapper with "hopjes" type fold.

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Triangle Model H2CA Filling Machines, with Rear Conveyor.

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Whiz Packers.

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DNF
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167-N

All equipment was in operation until recently and is in first class condition.

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This is an exceptional opportunity for you to secure the finest hard candy machinery at bargain prices and for immediate delivery.

MODERNIZE YOUR PLANT

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Our expert mechanics will crate and arrange for proper shipment of your purchases.

Write, wire or phone collect to our New York or Chicago offices to arrange to inspect this equipment and for complete details and prices.

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Item com
two Stainberger Continuous Cooker 2000 lb. capacity
titles.
with Premelting Kettles, used very little.
and Reliance late style High Dome Hard Candy Steam
Vacuum Cooker.
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Ice creams, etc.
plex Gas Cooker with 2 Kettles.
is Batch Mixer.
oom Kettles, 50, 60 gallon capacities.
ulling Machines, 100 lb. capacity.
ooling Tables, 3' x 6' and 3' x 8'.
atch Rollers, 6 ft., 7 ft., 8 ft.
Open Fire Furnaces and Kettles.
erry-go-round Coolers.

Werner "Super" High Production Fully Automatic,
Seamless Ball Machine with full selection of
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Hohberger Automatic Ball Machine with full selection
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Racine Stick Forming and Cutting Machine,
Automatic.
Racine Model EP Sucker Forming Machine with
Cooling Conveyor.
Brach Cutter with Conveyor.
Racine Drop and Sucker Machine with Rollers.
Racine Model M Die Pop Machine.
Hohberger Cutter with Conveyor.
Motor driven Ribbon Machine.
80 quart Cake Mixer.
5-section Roller Conveyor.
3—Package Machinery Co. late style Funtail
Model K Kiss Wrappers.
3—Wrapode Pop Wrappers.
Package Machinery Co. Model KB late style
Ball Wrapper.
Ropp Filling Machine.
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2—Savage Model S Stirring Kettles.
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Minimum insertion is 3 lines, at
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retail price, to The Candy
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"The Consumer"



"The Committee" - Nuss - Asher - Wunderle



"Nuisance" Dresel

The Philadelphia National Candy Show

The last week in January brought buyers from all over the country to Philadelphia for the most important show of its kind in the country. This show is primarily for department and specialty store buyers.



Mo Glaser - Dairy Maid, Philadelphia and Henry Glaser - James, Atlantic City



Elsie Keuth - Bloomingdales, New York City



Esther Wright - Stix, Baer & Fuller, St. Louis; and Leonora Hubbard - Rich's, Atlanta



Mary Mullaney - Stewart, Baltimore and Katherine Schafer - Hochschild, Kohn, Balt.



Ruby Gross - Boston Store, Milwaukee



Dan Kramer - Sun Ray Drug and T. O. Eslick - J. J. Newberry



Mrs. Henderson - Norris, Atlanta

George H. Keogh - Lovell & Covel

Kay Donofrio - Edwards, Syracuse

W. B. Zollman - Roanoke and Joe Fogel - May Co., Cleveland

Edna Wade - Fair Store, Chicago





Leo Singer, Minneapolis; Israel and Raymond Covitz, Bay State Tobacco; and Herbert Unger, Family Treats Candy Co., Akron.



Dick and Howard Saylor, Saylor Candies; Melvin Hen Sunland Mfg.; and A. G. Mason, Mason Candy Co., Co

The National Candy Wholesaler's Re-packers Convention



Frank Puch, Primrose; R. A. Reiners, Minn.; G. Henninger, Delicious Foods, Wisc. and Mat Breaker, Breaker Conf.

Paul Udell, Charms and A. E. Denton, Fleming Co., Kansas.



C. Fitzgerald, Del-Tex Nut; P. M. Butler Dist. Ark and J. P. Frits, W

At The Boston Candy Show

.. Jack Green explained .. while Curtin of Fanny Farmer A & G machinery .. visited Mercken's Gray...

.. John Joyce of Wallace showed Burton and Kerr of S. S. Pierce the line,

and Lou Sharaf looked at Paper Goods.



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for



Advertisers' INDEX

Advertisements of suppliers are a vital part of the industrial publication's service to its readers. The following firms are serving the readers of *The Manufacturing Confectioner* by placing their advertisements on its pages. The messages of these suppliers are certainly a part of the literature of the industry. Advertising space in *The Manufacturing Confectioner* is available only to firms supplying equipment, materials, and services for the use of confectionery manufacturers.



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doodlings

by tom sullivan

HARASS and Harangue, long-time friends, were strolling down Lexington Avenue. Engaged in conversation? Hardly that. Harangue—of all people—was listening while Harass carried on pretty much of a monologue.

Reaching Hy Steria's cocktail lounge, they turned in. As they had time only for a quickie, they walked directly to the bar, rested their briefcases inside the brass rail, and ordered

Scotches-on-the-rocks. Harass resumed his monologue:

"I don't sell him either, Harry, but I still don't see any sense in that essay of yours on downgrading the industry. You'll pardon me, Harry, but only a true friend would tell you. And I am a true friend, am I not? As I said, I don't sell this fellow either but fair is fair, isn't it? And, like you say, we should take a broad industry view of this innovation—this three cents candy bar."

"Hold it, Harry, hold it. . . . I just can't see where a fellow who makes dollar and up package goods and one and two cents items among others, like six-for-a-cent candy buttons, can be absolved from downgrading the industry—if that's what he's doing which he isn't—while a fellow who makes nickel bars and no six-for-a-cent, two cents or one cent items can be called a crumb bun and downgrader. Why not? Because for one thing exhaustive market research has undoubtedly revealed to him that three cents is frequently change after consumer purchases of other goods. And this fellow you call a downgrader just happens to be smart enough to want to corral all three cents for a real good 'change-maker.'

"Now, Harry, wait a minute. W-a-i-t a min-UT. Let's be fair about this. And let me remind you, I don't sell him either. ReM-M-M-ber, please, I don't sell him e-e-THUR!"

(Yes, two more; the same).

"Your essay, Harry, did for you what it did, filled space, opened up a question as to your motive, and got you maybe a letter or two of acclaim (but not for publication), or at least a whispered word of encouragement . . . Nevertheless, let me say this:

"Technical know-how, m'boy, is technical know-how. And market research is market research. That, you won't argue. HA-A-RY, won't you believe me when I tell you I don't sell him e-e-THUR?"

"Okay, let's end it here. I . . . all right, just one more. (Yes, bartender, same thing).



"Now, Harry, there's more to this than meets the eye. But I'll turn it off if you don't want to listen. What? Would I say you put your foot in your mouth? No, Harry, I wouldn't. What I would say—and I'm a true friend—is that you only climbed into that hole in your head. Yeah, let's finish this one and get going. Here's to you Harry!"

AN OLD trade acquaintance of ours seems to be getting ready again to sacrifice himself in the public interest.

PHILADELPHIA's Harry Goldenberg caught this one in Stuttgart's *Deutsche Illustrirtete*:

The managing director of a big American hotel business was visiting the largest hotel in the concern. In the kitchen he found a sullen fellow morosely washing dishes.

He slapped the man kindly on the back and said: "Take heart; I began as a dishwasher like you, and now I'm the boss. That's America!"

Whereupon the unhappy man replied, "And I started as the boss and am now washing dishes. That's America, too!"

You KNOW, of course, Shakespeare's Seven Ages of Man, says Hubinger's Jack Flahiff. "Now comes Santa Fe magazine to give us the seven ages of woman in precisely seven words: her right age and six wild guesses."

HERE'S ONE from one we would most certainly regard as an expert—Dr. Howard Meyerhoff, director of the Scientific Manpower Commission:

"An expert is like the bottom half of a double boiler. It lets off a lot of steam, but it really doesn't know what's cooking."

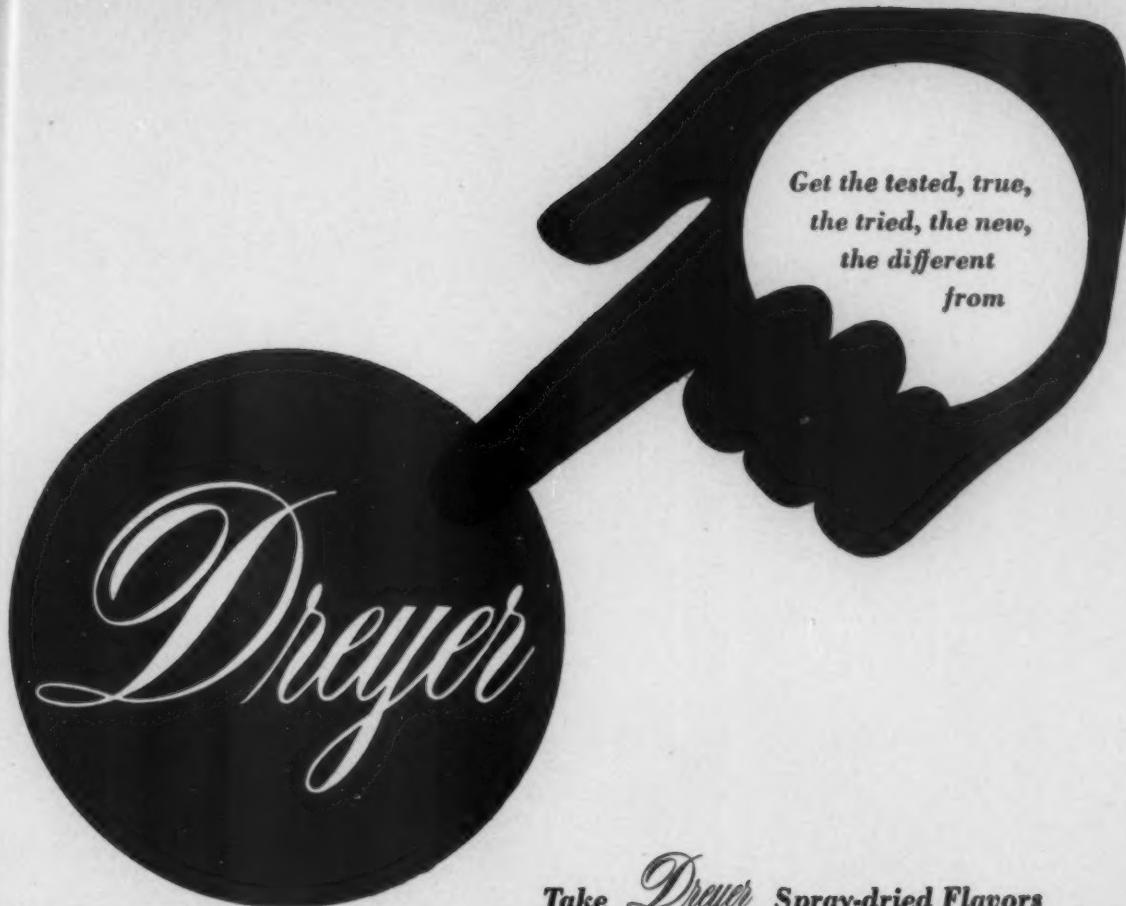
FROM VIENNA came word recently that chewing gum—banned for years by Czechoslovakia's Communist rulers as a symbol of American 'decadence'—has been rehabilitated. The national economic plan for 1957 provides for the manufacture of 20 tons of gum. Miners will get it to keep them from chewing tobacco.

Obviously, chewing gum juice squirted in a Red overseer's eye doesn't smart as much as the juice from a cud of good old Brown Mule.

THE ERA of industrial diversification continues. And evidently there need be no affinity between the products and markets of the buying concerns and the concerns bought, as the following will attest:

A chocolate manufacturer absorbs a shoe manufacturing outfit. A marine construction and dredging corporation takes over a pork processing and chain store enterprise. A snuff manufacturing company acquires a pretzel-and-biscuit-making business.

Now will you believe that doodling pays off?



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the tried, the new,
the different
from*

Take Dreyer Spray-dried Flavors

All the fine, full flavors your fine foods need are spray-dried for you now by Dreyer.

Dreyer makes them by today's most modern methods, using Dreyer's expert skills to safeguard them. They are very high quality flavors, in a wide, varied range. You can most profitably use them-to improve the taste of popular products, and for desired, quick flavor changes.

On your business letterhead request free samples that show you their long-lasting excellence. It is time you tried Dreyer spray-dried Flavors.

Dreyer Spray-Dried Flavors include:

Apple, Banana, Cherry, Wild Cherry, Grape, Peach,
Pineapple, Raspberry, Root Beer, Strawberry, Oil
Lemon, Oil Lemon-Lime, Oil Lime, Oil Orange

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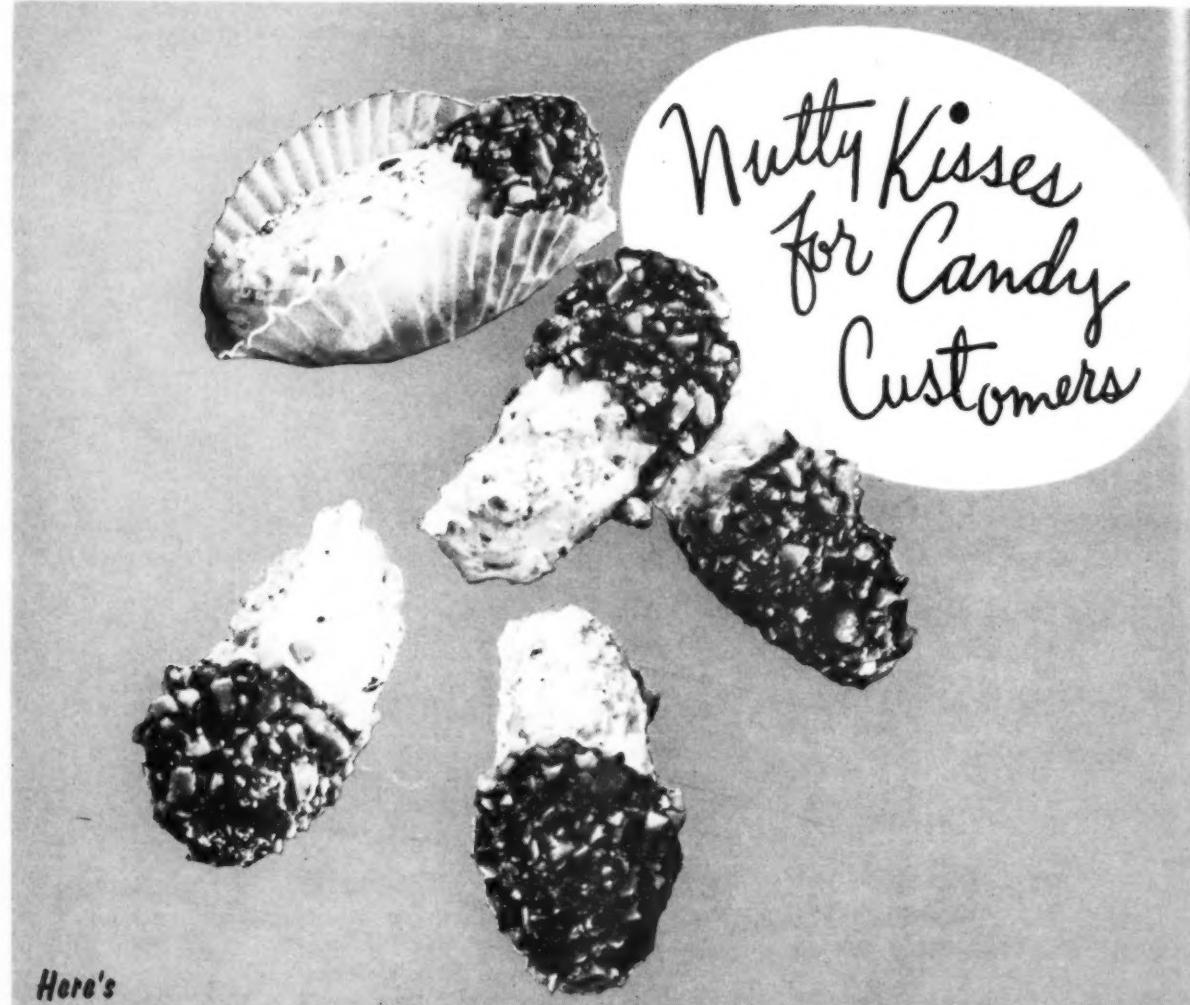
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Complete stocks carried in Chicago





Nutty Kisses
for Candy
Customers

Here's
your formula

9 lbs. sugar
2 lbs. corn syrup
1 lb. invert sugar
whites of 16 only fresh eggs
6 lbs. almonds, Blue Diamond
sheller run, roasted and
ground fine
vanilla flavor to suit

Whip egg whites in mixer until stiff. Cook sugar, corn syrup and invert sugar to 240 degrees. Add batch to egg whites slowly while whipping. Continue whipping until batch begins to show slight grain. Add flavor and ground almonds and mix in thoroughly. Remove from mixer and immediately spoon out or roll to desired size. Half dip only in chocolate and roll dipped portion in ground, roasted almonds.

ALMOND DIVINITY KISSES

Customers take one look at these Almond Kisses and . . . presto . . . a sale is made. And they taste as good as they look. The formula calls for the thrifty sheller-run grade almonds, and the Blue

Diamond label on the almond bag gives you complete assurance that they'll be uniform top quality, with controlled minimum moisture content. Write for full information and free 32-page formula book.

Blue Diamond ALMONDS

CALIFORNIA ALMOND GROWERS EXCHANGE
Sacramento, Calif.

Sales Offices: 100 Hudson St., New York 13, and 549 W. Randolph St., Chicago 6



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